

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII.

NEW YORK, NOVEMBER 6, 1901.

No. 6.

A STORY OF REMARKABLE DEVELOPMENT THROUGH ADVERTISING.

What appeared to be less than seven years ago an experiment, is recognized to-day as the largest factor in the sale of cigars and tobacco at retail in New York City.

"It was in 1893," said Mr. Frederick Frisch to the representative of the Little Schoolmaster, "that I began this business in conjunction with Mr. H. P. Strack and Mr. Louis Dreyfus. Within a year I bought out my two partners, and have gone it alone ever since until recently. My first opportunity was the acquisition of a large block of good cigars. These were a lot of a half million of Carl Upmann's, a name that stood high. I immediately plastered my entire building—60 Cortlandt street, where I had begun, and where I continued for a few years—with signs announcing the purchase. Co-incidentally a solicitor for the *New York World* came in. I gave him a small ad costing about \$25 for his Christmas edition—by the way, the first ad of a retail cigar dealer I ever saw in the newspapers. What was the result? So thoroughly satisfactory that I immediately contracted for steady space in the *World* and the then existing *Recorder*.

"My story bristles with so many facts complimentary to advertising, and is so full of incidents, that you'd better let me run over it in hasty outline. In that way we can cover more of it, and get a better story, than if I linger over single incidents. I subsequently associated myself so closely with the *Recorder* that my announcements were really of the nature of daily bulletins—giving each day the bargains for the next,

letting the public into our methods, and so on.

"My connection with the *Recorder* superinduced the offer to me of the entire edition of Saroni's living pictures—1,600,000 copies of ninety-five high art subjects, which had retailed for fifty cents. I took a thousand, with the option of all. Then I advertised extensively, giving a copy with every purchase of a dollar's worth of cigars or more. Well, the result was phenomenal! I was given an object lesson which has made me a convert forever to the potency of printers' ink. I received mail orders from all parts of the world—literally all parts—Alaska, Honolulu—you can't name a section so remote or insignificant from which some one did not favor me with an order.

"I was now beginning to be recognized as the only retail concern resorting to newspaper advertising for trade. Having secured a more prominent stand—under the Astor House—I prosecuted my policy of backing good bodies of cigars with heavy space in the dailies, enlarging my list.

"Then I got these, my present headquarters, 11 Park Row. It so happened that just about this time they were beginning to build the Syndicate Building, as you know, the highest in the city. Ordinarily, you will recognize, this would have been to my harm. But I shrewdly turned it to my advantage, for in conjunction with the builders, I secured first-class advertising by putting up advertising signs, with catchy headlines, such as 'Big Fish Swallowing Little F(r)ish,' with appropriate pictures. Of course, I see how little point there is in these, but you know the public is easily caught by anything the least

bit plausible. At any rate, the volume of growth which I made in this little establishment showed that inside of a year it was doing more at retail than any other store in New York, irrespective of size.

"All this time, mind you, I was backing my schemes with half-page advertisements in the *World*, the *Recorder*, the *Press*, the *Journal* and other dailies, besides a good list of magazines and special publications, such as *McClure's*, *Munsey's*, *Cosmopolitan*, *Metro-politan*, *Judge*, etc.

"My policy included timely novelties and schemes, relative to politics, sports—anything timely. Thus during the campaign of '96, I adopted one scheme which was, I think, a greater object lesson against silver than any argument made at that time. With every one-dollar box of cigars I gave a silver dollar. My silver dollar was a Mexican one—of course of the actual value of fifty cents. The point seemed so well taken that even governors of States and other notables became my patrons. The demand for my dollars was overwhelming, but—I met it.

"Another scheme after the campaign was my taking advantage of the Klondike craze. I secured a block of \$50,000 worth of shares of mining stock, at \$1 par value per share. I gave a share to every purchaser of one dollar's worth of cigars.

"In 1898 I secured the store at 411 Broadway. On Saturday, April 30, the day I opened, I handed the decorator \$500. That speaks for itself. The souvenirs of the occasion included silver cigar cutters, match boxes and spoons, and wherever I go, I run against these souvenirs still.

"In passing I can only make mention of the large editions of booklets I have given out. Most notable among these were the Billy Burgundy letters. The best known of these was the one called 'On Broadway,' which created an enormous demand. From time to time I gave away novelties of many kinds. One of the most popular articles—given with purchases of a certain amount—were the cigar refrigerators.

"During the Spanish war the

immense show windows on Broadway were utilized as an advertising medium by having a woman dressed as Columbia, sitting amid hundreds of boxes of choice Havana cigars, with a sword on her lap, and the sign over her head, 'Columbia Guarding Havana.'

"Another advertising scheme that made the firm talked about was during the Trilby craze. I had the principal characters—the Laird, Little Billie and Svengali—walking up Broadway.

"The business was also moved to other locations, such as the 'Tenderloin,' and like a magnet the firm's name placed upon the store at 1276 Broadway drew the trade, and it commenced to be a paying one from the very first day it was opened. Before long additional stores at 1295 Broadway, 1333 Broadway, 1451 Broadway and a store in Jersey City, etc., were opened in quick succession, and the trade commenced to realize that up-to-date methods in connection with judicious advertising became effective, and that a large business carried on by cash buying and cash selling will pay, notwithstanding the large amount of money which advertising costs.

"By the time that the firm had secured twelve stores, men prominent in the tobacco trade approached me about incorporating my firm.

"This was done, and the new corporation, known as the Frisch Cigar Store Co., organized under the laws of the State of New York with a capital of \$1,000,000, with me as president and general manager, will have, I think, a prosperous and bright future. It is our object to run no less than one hundred retail stores. We are adding to the number in operation steadily, and it looks as though we'll have the full quota soon. I see several gentlemen are waiting for me, and I trust you'll excuse me now."

J. W. SCHWARTZ.

THE only way to get any profit out of an advertisement that fails to pay, is to find out why it didn't pay, so as to avoid making the same error in the future.



PHOTOGRAPH BY C. M. GILBERT

MRS. RALSTON

The New Fashion Editor of The Ladies' Home Journal

CIGAR STORE PERSONALITY.

Next to permitting a man to run his business without advertising that would be helpful to him, the greatest crime is that of persuading him to invest in advertising of a kind that can never do him a particle of good. Advertising must be a coat cut to fit the business, and there are many kinds of business that can never profit by what is called "legitimate advertising"—that is, advertising in newspapers and magazines.

The chief factor in advertising such a business as a small tobacco store is personality. The man who stands behind the counter is really the business. Bargain sales and cut prices will not build up trade for him. He must use different methods. Magazines could never help him, and only in small towns can he use newspapers to advantage. Even then they could only reflect his personality. Then years ago almost any metropolitan paper would have helped him burn money in space that could never bring him a penny of return. To-day the majority of advertising men would advise him to put his money back into stock or into his window. It is not improbable that some small cigar dealer will become rich through advertising in New York dailies within the next five years, but he will be a genius and an exception.

There is a cigar and tobacco store on Sixth avenue, New York, which is an admirable example of what can be done by advertising through personality. It is a small shop, and the center of it is the cigar man himself. His stock of cigars and tobacco and cigarettes is one of the most complete in the city—almost diabolically complete. He is never caught napping on a brand, nor does he ever find it necessary to lift a loose board in the floor to get at an advertised brand that brings him in a trifle less profit than one more obscure. He has all the high priced cigars and low priced ones; he has the most widely exploited cigarette and the rarest imported one; he has smoking tobacco in cans at a dollar, and in paper packets for a

nickel. The broker, the sport who is stopping at the Hoffman House and the Italian ditch digger who is on his way home from work will all find their tastes and pockets suited, and upon the completeness of his stock depends a full half of his trade.

A large jardiniere of matches stands upon the showcase, and the cigar man would rather give away a box than to sell a dollar's worth of perfectos. Even if he would rather not, his customers never know it. He is a freemason in the matter of matches.

But his main strength as a business man lies in his knack for remembering faces and in his treatment of the many kinds of customers who come in every day. He quickly becomes acquainted with any one who comes regularly, and at a fourth or fifth visit he will throw in an extra cigar with all the good taste conceivable. And his business is conducted on a democratic, man-to-man basis. He never shows contempt for the smoker of stogies, and because the stogie smoker is often shamed in other cigar stores he quickly learns to come here. Nor will he display undue respect for the smoker of twenty-five cent brands, for he knows that the four-for-a-dollar customer is a dweller among cringers, and that there is nothing he admires so much as a man who will not cringe.

This cigar store could be made a model for thousands of others. It is as near ideal as the age has got. And it could hardly be advertised other than through its window or in the papers in a small town. And even these would but be mediums for drawing customers into the vortex of personality.

T. C. HOADLEY.

IMAGINATION.

A good advertiser must have a large imagination. Not that he need overstep the bounds of truth, but it takes imagination to tell the truth. Your prosaic, matter-of-fact man who never sees a thing until it is stuck before his face makes a very poor witness. He cannot see the facts beneath the surface. Originality—that much abused term—is largely a matter of imagination. Only the imaginative man can tell a story in a different way.—*Agricultural Advertising, Chicago, Ill.*

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Readers of

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Through
Any other Daily
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Address
THE SUN, NEW YORK.

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Readers of

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Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

A MODEL FOR ADWRITERS.

There are many mortals who have conscientious scruples about the New York *Journal's* editorials. Some aver that they are undignified, others that they are sensational, others that they are criminal. Still others there are who deny their right to be called editorials at all, and who refer to them as "vaudeville turns." No one, however, has as yet denied that they are wonderfully attractive and effective.

And upon several counts they are excellent examples of the kind of writing that makes effective and attractive ads. Their English is simple, they are concise and clear in argument, are always to the point and can never be misunderstood, be the reader ever so dull. They are not only popular with the masses, but are widely read by people who are frankly opposed to their political doctrines. But above all, they contain ideas. These may be astronomical ideas or new views of the differential calculus, but they are always so plainly set forth that there is no chance of missing them. Many worthy persons who would get severe headaches from the popular science articles in the better magazines have learned astronomy and mathematics from *Journal* editorials.

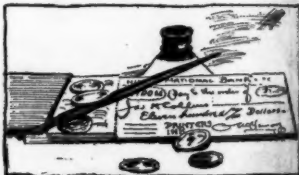
These are qualities that can be turned to direct account in ad-writing. Simple statements of fact are sufficient to fill small space, but the longer argument needed in a magazine page or booklet can be modeled upon *Journal* lines and made highly effective. Some of them might almost be paraphrased. Their ideas are of the sort that make advertising literature forceful, and the manner in which they are brought out furnishes a safe technique for the possessor of an advertising idea in the bud.

Furthermore, they have a peculiarly sensible way of showing both sides of a question without showing too much of the wrong side. They are hotly partisan, and gain force by half revelation of their very partisanship. It is generally agreed among foremost ad-

vertisers that ads will gain by frank revelations of minor defects of goods—that a chair or a pair of shoes will get favor more quickly if the ad states that they are slightly shopworn. The Japanese artist who makes a true, symmetrical vase always dents it by way of finishing touch. It gives contrast. *Journal* editorials usually have this dent, and the average advertisement of the present day fairly shrieks for it. The average ad is too symmetrical. An advertiser should be a hot partisan, with his goods for party and platform, but his work will gain immensely if he can turn the *Journal* trick of half revelation. His argument needs a touch of the "off" side for contrast.

The argumentative skeleton of a *Journal* editorial is also worth study and intelligent copying. Usually there are a few sentences of introduction, then vivid statement of the facts of the case and then a forceful appeal to the reader's reason. The reader is always left to decide the case for himself—and that he invariably decides with the unbiased *Journal* editorialist is high tribute to the subtlety of the editorial. Every reader likes to make his own opinions, more especially the reader who never made a real one in his life. He takes great pride in watching his brain manufacture an opinion, and vast credit for being acute enough to decide that two and two make four. The *Journal* editorial makes bonny use of this human trait, and no harm is done. And as the advertiser deals with an almost exact replica of the *Journal* audience, he will do well in studying its methods.

WHAT PUBLISHERS ASSERT.



"COMMANDS THE SERVICES OF THE MOST POPULAR WRITERS."

According to the
American Newspaper Directory
for September, 1901, the

NASHVILLE BANNER

is credited with the

Largest Circulation

accorded to any daily paper

In Middle Tennessee

and with but one exception
of any daily paper in the
whole State.

ADVERTISING "TURKISH TROPHIES" CIGARETTES.

The most decidedly attractive poster advertising that has yet been put out by any commercial house in this city is that exploiting the "Turkish Trophies" Cigarettes. Boldness of display, contrast in color and lavish space characterized this work, which soon was the talk of the town. The "scheme" of the poster series was distinctly Turkish. Views in the Orient—with minarets and mosques, bazaars and kiosks. The pictures were of the class we most frequently meet with on the drop scene of a theater—views in and around Constantinople, which gave a distinctly "local color" to the description of the cigarettes. Twenty-eight sheet posters in four colors made a great and a costly display, and for the first few weeks of the campaign a series of half-page ads in the leading city papers—reduced reproductions of the posters—was successfully tried.

The effect of such bold and aggressive advertising could have but one result. Almost immediately there set in a great demand for the "Turkish Trophies," and the sale of other brands of cigarettes fell off correspondingly. Painted signs of large size were used on fences and on the tops of houses, with the result that Greater New York began to take on an Oriental appearance.

"Turkish Trophies," though bearing the name of an individual manufacturer, are being advertised and sold under the auspices of the American Tobacco Co., 111 Fifth avenue. The plan of publicity embraces store signs, lithographs and other trade advertising, but the outdoor general advertising will be maintained in this and other large cities for a long time to come, although it is not contemplated to run newspaper or magazine advertising to any extent.

In conversation with a gentleman interested in the advertising, he said that there was absolutely no sale at all for cigarettes in country districts, where, when any smoking is done, the pipe rules. It is only in large cities like New York, Philadelphia, Chicago, etc.,

that cigarettes of any kind can be successfully exploited, consequently the whole advertising appropriation will be spent in cities. While the appropriation for advertising "Turkish Trophies" is not definitely stated, it is asserted that it will run into six figures as a preliminary experiment, to cover a period of six months. Of course spaces cost a lot of money in big cities, and large spaces are absolutely necessary for these posters. But a sum like \$50,000 should buy up quite a lot of fences and dead walls for six months.

One point that occurs to the student of trust advertising in this connection is—what good does it do the American Tobacco Co., or any other company, to advertise one of its products in such a forcible way as to weaken the sale of some of its other products? For, according to the retail trade, the advertising of "Turkish Trophies" has resulted in such a sudden and continued demand that the sales of other cigarettes put out by the same firm have dwindled away to nothing. The sales of the "Trophies" are increasing daily—the others going down in inverse ratio. Of course the American Tobacco Co. knows what it is doing—and one of its objects is, perhaps, to set other people guessing.

It is certain that it has set the English cigarette manufacturers guessing since its recent purchase of "Ogden's Limited," the most liberally advertised cigarette in Great Britain. Such advertising as has been so far done here with "Turkish Trophies," if done in the British Isles, would make John Bull stare in astonishment and—buy the cigarettes! But if he were to be asked to pay the advertising bills, the coroner might just as well be sent for at once.

ADVERTISE as though you have confidence in your goods and the people will have confidence in you.

THE advertiser should always remember that the quality of his advertisements will not affect the price of space—that it will cost just as much to print a poor advertisement as it will a good one.

Another Chapter of Results !

THE ABILENA CO.

MAKERS OF
ABILENA MINERAL WATER.

The Only American
Cathartic Water

ABILENA

Abilene, Kansas, 9/14/1903.

P. H. HALLIDAY, President,
R. M. WHITE, Vice-President,
W. E. HALLIDAY, Secretary and Treasurer.

Mr. R. R. Whitman,
Kansas City Journal,
Kansas City, Mo.

Dear Sir,-

It gives us pleasure to express our appreciation of the Journal as an Advertising medium. As you know, we first launched our Abilena Natural Mineral water on the market in January of the present year.

Our advertising since that time has been confined to the Kansas City Journal, and our business in the short space of eight months has grown to proportions greatly exceeding our expectations.

The Journal must have credit for the results, as it has been the only medium utilized, and for the last three months the monthly increase in our sales has been practically 100 per cent.

Very truly yours,

The Abilena Company,

G. E.

H. E. Eason Sec'y.

THE KANSAS CITY JOURNAL

Daily and Sunday, over 50,000.

Weekly, over 130,000.

Largest Daily, Sunday and Weekly circulation of any newspaper, morning or evening, in any other city in the United States, the size of Kansas City.

THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

EASTERN OFFICES,

407-10 Temple Court, New York.

WESTERN OFFICES,

1104-5 Boyce Bldg., Chicago.

ADVERTISING A COMMUNITY.

In all of the matter that has been printed in the past year concerning the advertising of towns and cities, there is almost no recognition of the fact that, on its advertising side, a community is like any other exploitable commodity.

Advertising will not build up a trade in poor groceries, nor will it put life blood into a community that has no germ of life within it. Towns and cities are aggregations of individual business ideas. They are subject to the same advertising laws as other business institutions. Back of every live business there is an idea, and an idea with a good, stiff backbone is generally lacking to every makeshift business. Back of every community there is either an idea or a lack of idea. And according to its idea or spirit will it be successful in being advertised.

Communities that are going to advertise must have worth. A modern, progressive spirit will advertise a city or town more widely than a million booklets or an acre of newspaper space. Chicago has no municipal advertising bureau, yet Chicago is the best advertised city in the world. The emigrant who lands at Ellis Island usually knows something about Chicago, though he will not be able to name three other American cities. Educated Europeans may know nothing of San Francisco or Philadelphia, but they will know where the World's Fair was held. The very tribes of the African desert have a notion that a man from Chicago ought to walk faster than any other mortal. For Chicago has an idea and a spirit. The man who lives in it a week will talk about it, even though he talk unfavorably. That is advertising.

On the other hand, there are towns and cities in the United States that are notorious for their antagonism to outside enterprise. It is not wise to name names. Any theatrical man, commercial traveler, circus canvasman, hobo or other mortal who goes about and gets a large, impartial view of communities, will name towns

whose courts and license laws are simply institutions for discouraging outsiders who could build up their trade. Rival communities have taken their factories, if they ever had any, and the very streets and buildings spell "Decay." All the newspaper space and printing ink in the world could do nothing for such communities, and the advertising man who would undertake to fill one full of factories and business would be either very young or very dishonest.

A live community creates most of its own advertising. It is possible to spread its spirit by means of literature, board of trade committees, the securing of conventions or any other means that will make it known to a wider circle of humans. But a municipality must have the modern spirit. Thousands of people go in and out of its bounds every year, and each takes an impression with him. The American has a love of comparing communities, and if the balance of this opinion is favorable the town is well advertised.

T. C. HOADLEY.

JUDGMENT, experience, initiative and character are the real conditions of success in any undertaking.—*Advertiser*.

GUN AD ILLUSTRATED.



"LIGHT WEIGHT, USES SMOKELESS POWDER, HAS REPUTATION OF THIRTY YEARS."

Cleveland Grows Fast!

The Plain Dealer Grows Faster.

THE Daily Average Circulation for the first week in January, 1901, was **44,785**.
The Daily Average for the last week of September was **55,044**.

Daily Gain in Nine Months, 10,259.

The first Sunday in January was 37,926.

The last Sunday in September was 50,590.

Sunday Gain in Nine Months, 12,664.

The average of the first and last weeks of the period was used instead of the average of January and September, because the average of the entire month of September was made abnormally large by the G. A. R. Encampment and the news of the assassination of President McKinley. The average of the last week of September was normal.

C. J. BILLSON, Manager,

FOREIGN ADVERTISING DEPARTMENT,

**Tribune Building,
NEW YORK.**

**Stock Exchange,
CHICAGO.**

HEARTSTRINGS.

Human interest is as necessary to advertising as to a tank drama. The cold, pedantic ad is a beautiful production from the standpoint of literary finish, and will bring business from pedants. Unfortunately, however (or, perhaps, upon the whole, fortunately), there are not enough pedants to go around among advertisers. So successful ads ought to strike directly upon the heartstrings of the great, sympathetic masses.

There are numberless strings in a normal human heart. Some are big and some little. If the masses knew how tunes are played upon them by writing tricksters they would snap the whole gamut and silence the harp forever. But they never know, so crafty strummers lure them into theaters and novels, play upon their emotions and get their approval, their ardent admiration, and their dollars. The same instrument, in lesser range, is ready for the touch of the adwriter.

There is the ever responsive heartstring of children, for one. The wise sharper who, some years ago, went around Chicago and swindled women by posing as the father of the Mellin's Food triplets, knew that string as a master. A card now in the street cars touches it by dwelling upon the ease with which children can fasten a certain hook and eye.

To the millions who have helped dress children that catchline strikes home like a bullet. It is always safe to appeal to the human race on behalf of its children. That string will sound "A" five thousand years from now.

The wedding string is another that goes well in ads. When June comes round there is a chance for every adwriter, even the breakfast food genius. The human race is thinking of weddings then, and to key an advertisement to a dominant thought is to strike chords upon humanity.

There are other strings—great and small. Wanamaker's man strikes one in a clothing talk: "Many a man thinks of twelve dollars as the price he will pay for a suit or overcoat." The man who

has not thought of that humble price is usually not worth playing upon. His one string is vanity.

There is the Christmas string, the great string of human misery (played upon to a tune of millions by the compounder of sarsaparilla), the birth string, the funeral string struck by the memorial card and the monument dealers, the strings that sound for vacations, good things to eat or to wear or to decorate the home, the string of the latest novel and many another. But two strings are forbidden the adwriter—patriotism and creed.

Every mood produces a string in a human heart that may be touched with the most admirable precision. The secret of touching many hearts lies in playing upon universal moods. Perhaps one mortal in a neighborhood has seen a murder or made a trip to Europe. Murder and Europe are, therefore, not so good to play upon as children.

Sometimes the keynote is found in the goods. But in the majority of cases the goods are subservient to the string that is being played upon at a particular season of the year. To strike it, an adwriter must decide what the masses are thinking of in August or November, and if he cannot decide, there is no better musician to play second to than the Sunday editor. Listen to the symphonies of the Sunday editor, and find out which is his main string. If the news situation spells war he will fill his pages with battle and sudden death, and if it is peace he gets interviews with Tolstoi and the Pope; if it is politics, he sends out for talks with Croker and Platt, and if he loses the keynote altogether he asks fifty rich men how they made their first million, knowing that this string will always be full "A." Some of his music is ragtime, but it fits the moment, and adwriters will do well to follow him understandingly.

JAS. H. COLLINS.

Don't get discouraged if your first efforts fail to pay. The harder you find it to land a customer, the longer that customer will stay with you.

**Statement of Circulation of the
Pittsburg DAILY PRESS for
the Six Months Ending
July 31, 1901.**

DATE.	FEBR'Y.	MARCH.	APRIL.	MAY.	JUNE.	JULY.
1	83,174	79,807	87,020	78,380	70,771	74,442
2	83,912	80,519	76,020	77,642	74,884
3	71,882	77,164	71,272	74,100
4	88,886	79,858	74,296	75,825	71,308	no paper
5	84,188	77,898	74,518	70,880	74,804
6	84,928	76,852	75,347	76,028	71,222	73,674
7	76,592	77,938	76,384	72,086
8	87,290	78,918	77,300	74,908	70,428	75,962
9	86,710	78,633	74,594	76,544	76,346
10	75,186	77,158	73,776	75,102
11	82,546	77,910	74,208	73,339	75,330	75,610
12	83,484	79,154	79,315	75,938	75,436
13	83,394	77,968	75,533	75,110	74,612	73,398
14	83,398	77,120	73,908	85,671
15	83,366	77,698	72,364	74,224	74,016	74,660
16	83,882	78,272	75,432	75,508	76,284
17	76,134	75,037	76,760	76,306
18	82,776	78,008	76,612	74,702	77,086	80,946
19	83,148	77,372	75,784	77,024	77,260
20	79,144	77,158	79,810	75,226	80,446	74,882
21	79,984	77,938	73,880	78,227
22	81,022	77,489	77,632	75,946	76,640	76,360
23	78,648	76,720	78,780	74,670	75,406
24	80,806	73,322	78,772	78,038
25	79,604	75,908	69,066	73,426	76,902	78,102
26	79,764	73,840	78,145	74,382	77,140
27	79,338	77,428	84,806	72,706	73,106	72,904
28	81,284	76,202	73,698	72,020
29	76,700	80,804	73,874	73,899	74,374
30	75,642	80,910	no paper	75,860
31	74,772	76,128
Total..	1,980,462	2,017,950	2,002,354	1,953,510	1,872,524	1,968,408

**Average daily issue,
six months ending
July 31, 1901 - - -**

77,093

C. J. BILLSON,

Manager Foreign Advertising Department,

**Tribune Building,
NEW YORK.**

**Stock Exchange Building,
CHICAGO.**

WITH ENGLISH ADVERTISERS.

By T. Russell.

The British public was this week asked to subscribe for seventy-five thousand pounds' worth of shares in a hundred thousand pound company formed to carry on the business in "St. Jacob's Oil." Originally owned in Baltimore, by the Charles A. Vogeler Company, St. Jacob's Oil has been advertised pretty freely, but rather spasmodically, in this country for about fifteen years, and space to a considerable value has during that period been devoted to it. In spite of this, however, it does not appear to have had much success, for eighteen months ago a bankrupt petition was filed, and the court acceded to the request to appoint an interim manager to carry on the business, Mr. John Richards being unanimously requested to undertake that responsibility for the protection of the creditors. On further development of the proceedings, however, it was found that the English law contains no provision for attaching the property of persons not domiciled in the United Kingdom, and the Baltimore company having in the meantime made an assignment, the English creditors will have to take their chance in the general division if it ever takes place. Up to now I can say for a fact that none of them has received one penny of his money. On the strength, apparently, of this felicitous history the public is invited to risk its money to give the original management an opportunity to try again, and if the public (which is more than unlikely) should be so trustful, no doubt newspapers will again have the opportunity of risking their money by giving credit. The financial critics were very sarcastic over the prospectus, which, indeed, is one of the weirdest documents of the kind ever seen, and (as the published letter of the chartered accountants employed to report on the books contained a protest against the way their investigations were restricted cannot be

said to disclose much that is calculated to inspire confidence.

On inquiry in the London equivalent of Wall street, and at the offices of the bank where the shares were offered, I received information which leaves no practical doubt that the capitalization will have been a failure.

* * *

The chief novelty of the last two weeks has been a cocoa brought out by the Mazawattee Tea Company, with very lavish advertising which has excited great indignation among the other cocoa people, on account of some rather self-righteous claims in regard to the purity of the new product. It belongs to the Mazawattee Tea Company, but for some reason the title Mazawattee Cocoa (which would have been excellent, as Mazawattee Tea has been long known and advertised) was not thought good enough, and the extraordinary combination Mazawattee Latariba was invented. With Vi-Cocoa, Plasmon Cocoa, and Rowntree's, Fry's, Cadbury's, Van Houten's, Epps', Dunn & Hewitt's, Menier's, Suchard's and one or two other cocoas, and Schweitzer's Cocotina, all being actively advertised with large spaces in daily, weekly and monthly publications of every class, the British public ought to know the merits of cocoa by this time, and the newcomer will not have it all its own way. But the prestige of the name ought to get it through.

* * *

This reminds me that the curious subject of tea advertising has never been thoroughly philosophized. During the quarter of a century or so that I have been in business, at least half a dozen different kinds of tea have, in turn, exhibited exactly the same commercial phenomena. To name, only at random, some conspicuous examples, there have been Cooper, Cooper & Company's, Barber's, Pegram's and the United Kingdom Tea Company's teas. Each of these in succession was very widely advertised for several years in newspapers, on street posters, railway stations and so forth—

toute la lyre; and each, after a while, retired from advertising publicity. All these firms are still in existence, and all are doing, I believe, a good trade. Such seems to be the history of a great deal of tea advertising—to be lavishly pushed for a time, and then to rest on the exertions of the past. At the same time, several tea firms, advertising less aggressively, have "kept everlastingly at it," and, I believe, made money also; Horniman and Brooke, Bond & Company are exemplars that occur to me. It would be exceedingly interesting to know how the two methods compare; but I am afraid no one will tell.

* * *

But perhaps the most extraordinary tea advertising ever done is that of what is called Nelson's Pension Tea. The advertisers of this article undertake to pay an allowance of ten shillings a week to every woman who has been a regular purchaser of their tea for a year, if she should become a widow, and to continue it as long as she remains a widow. The scheme is interesting enough to quote and I give it in their own words:

NELSON & CO., LTD.,
The Great Tea Men,

Will pay, subject as mentioned below, 10s. per week to every woman who has purchased not less than one-half pound of the Pension Tea for 52 consecutive weeks next previous to her becoming a widow, and such payments shall be continued as long as she remains a widow and continues to buy one-half pound of tea from Nelson & Co., Ltd., in each week.

Similarly 10s. per week to every woman who became a widow previously to her commencing to purchase tea from

Nelson & Co. or from Nelson & Co., Ltd., provided she shall have purchased one-half pound of tea per week for ten years, and such payments shall be continued as long as she remains a widow and buys one-half pound of tea each week.

Customers who require only one-quarter pound of tea weekly, and purchase the same under the above conditions, will receive 5s. instead of 10s. per week.

NO MEDICAL CERTIFICATE REQUIRED.

It must be clearly understood that the widows' rights shall be limited to receiving the payment of their pensions rateably out of 75 per cent of the net profits on tea, and the funds accumulated therefrom to be set aside for this purpose by Nelson & Co., Ltd., and the pensioners shall have no rights against the company otherwise than as against the said 75 per cent of the net profits and the funds accumulated therefrom.

No person shall be entitled to more than one pension.

Although it will be seen that the scheme permits of the amount of pensions being reduced, up to now all the "Nelson Widows" have always got the full amount. This firm has \$100,000 on deposit with the government as a guarantee.

* * *

The scheme is widely popular and widely advertised; and in all the advertising whether in newspapers or pamphlets, I have as yet failed to discover a single word as to the quality of the tea itself—a singular omission.

♦♦♦

ADVERTISING pays only when it's made to pay.

THE New York *Sun* in the last political campaign exhibited proof of editorial ability and strategic genius that would have won the admiration of the Elder Dana, who was, perhaps, the ablest editor that ever lived. His mantle has fallen upon no unworthy shoulders.



To Cigar Smokers:

B. H. STEINMETZ, agent for the Knox hat in Washington, D. C., says:

"THE STAR is the best advertising medium in this city for reaching men. A man would as soon think of going without his supper as without reading THE STAR.

"It is so reliable, so accurate and so complete that every business man feels he must read it six days in the week."

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

AN OUTDOOR MAGAZINE.

The first number of *Country Life in America*, a new monthly published by Doubleday, Page & Co., and edited by L. H. Bailey, sounds a note of its own both in its editorial and its advertising policies. It is an exceedingly handsome periodical, contains pictures and articles that deal exclusively with all phases of country living, from the poetry of it to the plowing and potatoes, and is put forth in the belief that it will find ready support from a large class of rural folks and those who spend half their year out of the cities. The exodus of city dwellers and the building of country homes would seem to warrant such a publication, and if the demand is wide enough it is almost sure to center upon *Country Life in America*, for it is in every way fitted to the tastes of people of the country-loving stripe.

Its hopes and intentions are embodied in an editorial:

"There is a growing interest in country life. Many persons are drawn to it because it is release from the city. Every year the outflux to the country is greater and farther reaching. Others, by choice or chance, are permanent country residents. They are farmers or horticulturists, business or professional men who live in villages in rural cities. Spread out a map of North America. Note the mere dots that represent the cities; contrast the immense expanses of the country. The cities are congested; the country has room. We want to encourage home-building outside the cities. *Country Life in America* is edited in the country. It is not a city magazine that sees the country afar off and takes it for granted. We hope that the smell of the soil will be upon its pages."

Beautiful illustrations are to be one of the features, and the initial number contains some remarkably clear, artistic halftones. Nor are fine pictures to be limited to reading matter, for advertisements are printed in columns next to text, upon the fine coated paper that serves for the body of the magazine. Advertisers are encouraged

to use beautiful pictures, and the publishers undertake to make plates at their own expense. A larger amount of representative advertising than is usual in new publications shows that advertisers appreciate the chance to make their matter artistic. If *Country Life in America* follows the policy that it has outlined in this respect it will do much to raise the general standard of advertising art within the next five years.

THE ADVERTISING COLUMN.

By Miriam Zieber.

Am not aching to get married
Through a "Correspondence Club;"
Neither do I care for magic,
White or black. Nor do I rub
Stains on furniture or clothing
Just to learn to take them out.
Am not troubled with dyspepsia,
Nor the least, faint touch of gout.
Cannot sympathize with people
Who believe that they can learn
All about a great "profession"
In a week or two and earn
Twenty-five or thirty dollars
Daily, for the rest of life.
As for buying "Dewey war-books,"
"Sampson watch" or "Hobson knife,"
Just excuse me; I'm too cunning
Thus to let my money go.
Certainly I'd like to earn more
If I only could foreknow
What it would be best to answer
Out of all these many ads;
But, you see, I'm very wary.
Care for neither fakes nor fads.
Here is something, though, I take to;
This is interesting, cheap:
"Fortunes told." What can the harm
be
Just to take a little peep
In the future? Yes, I'm going
Right away; I can't resist.
Glad I read down all the columns;
What a chance I might have missed.

ILLUSTRATED TESTIMONIAL.



"DEAR SIR—YOUR WATER CURE TREATMENT HAS COMPLETELY CHANGED MY COMPLEXION TO A FINE RUDDY COLOR."

Quality and Quantity
 THE PRICE OF
**THE DETROIT
 FREE-PRESS**

REMAINS AT THREE CENTS A COPY.

Its readers are the Intelligent and Prosperous people of Detroit and Michigan. For more than 70 years they have been able and willing to pay a reasonable price for the best newspaper in Detroit.

IT CONSERVES

The BETTER Interests of the Advertiser, and

COMBINES

The BEST Interests of Advertisers and readers.

CIRCULATION:

Daily, - - - - - 42,500

Sunday, - - - - - 52,900

Twice-a-Week, - - - 91,600

The Twice-a-Week Edition has more than Local or State Prestige. It is a National Distributer for Advertising Mail Order Houses and General Advertisers. They find it a Profitable Medium.

J. E. VAN DOREN SPECIAL AGENCY,

Direct Representatives and Managers Foreign Advertising,

Boyce Building, Chicago, Ill.

Temple Court, New York.

THE GENERAL ARTHUR CIGARS.

A CAMPAIGN OF SUCCESSFUL ADVERTISING WHICH STARTED IN SAN FRANCISCO—PRESENT SALES ARE TWELVE MILLION A YEAR IN NAMED TERRITORY.

Either advertising specialists are wrong in their theory, or else this is the exception which proves the rule.

It has been often said and many times written that the place to start an advertising campaign for a new article is in the East, where the people are, where transportation is cheap and cities close together, where the advertiser gets more for his money and pays less for the distribution of his article.

All of this sounds very reasonable, but here is the story of the most successfully advertised cigar in the world, and the advertising was started in San Francisco.

During the dull times of 1892, contrary to the advice of advertising specialists, against the wishes of his friends, with the prediction of failure from many business men, M. A. Gunst, of San Francisco, began advertising the General Arthur Cigar. It was only after continued effort and considerable argument that Mr. Gunst persuaded the manufacturers in New York City to go in with him and spend \$5,000 in California to advertise the General Arthur Cigar and endeavor to create a more than ordinary demand for a particular brand of cigars.

"I was satisfied that the General Arthur was an article of merit as soon as I smoked it," said Mr. Gunst. "The tobacco crop of that season was of a dark color and the demand was for light goods, and as the Arthur was a light cigar, I concluded that a certain amount of advertising would create a demand for it, so I wrote to the company and had them put up \$2,500 and I put up a like amount, and we started the advertising in San Francisco.

"As this was the first cigar that had been advertised to any extent, I bought up all the dead walls in the city at a very low price. Besides I sent out wagons and put

banners on the circus elephants, and brought out the name before every one in almost every way.

"We painted a picture of General Arthur and used the words, 'Smoke General Arthur Cigars,' 'Everybody smokes them,' 'Smoked by editors, doctors and professional men,' etc.

"My sales for the first year were a million and a half—unusually good for a high priced cigar, and so satisfactory that the manufacturers allowed me an appropriation of \$18,000 for the second year. We continued along the same lines, using wall space wherever we could get it at a reasonable price. We went into the interior of the State and finally as far north as Portland, Oregon. The third year the appropriation was \$25,000 and the sales had run to 4,000,000 cigars a year.

"We have advertised in about the same manner ever since, and our present sales amount to 12,000,000 a year in our territory, which covers California, Washington, Oregon, Nevada, Idaho, Utah, Alaska and the Hawaiian Territory.

"While our territory covers an area of 817,000 square miles, we have but a trifle over 3,000,000 population, and yet we sell one-quarter of the General Arthur Cigars manufactured.

"It is impossible to go into any cigar store in this country and not find the General Arthur Cigars."

"Who attended to your advertising, Mr. Gunst? Did you do it personally, or was it placed in charge of some one else?"

"We did it ourselves—that is to say, we employed an advertising manager, who took charge of the advertising and purchased the wall space and who was constantly on the lookout for novelties, folders, etc., but I kept in very close touch with what was going on and often suggested new schemes."

"What particular incident best advertised your cigar?"

"When we entered the Los Angeles field we used the boards and walls, and painted a girl making a high kick, with the words, 'Kick, if you don't get a General Arthur Cigar.' The city authorities noti-

fied us that we would have to paint this ad out, as it was immoral. Newspapers wrote us up and gave us a great deal of free advertising, and we finally satisfied the city authorities by painting bloomers on the girl.

"We used all sorts of folders, novelties and things of that kind, and our advertising man was always on the lookout for something new and startling. For instance, one evening he attended the Orpheum vaudeville show in this city. During one of the acts the funny man had a way of stopping in the middle of his act and seriously asking if there was a Mr. Brown in the audience. He said there was a lady at the box office inquiring for a Mr. Brown. If the gentleman was there, would he please step out? The lady is a washerwoman and desires to collect her laundry bill. Having delivered his message to the audience, the actor continued with his specialty. As the Orpheum is crowded nightly there is always some one getting up and going out, and as soon as the first man would get up after that statement, the actor would rush forward and say, 'There goes Mr. Brown now,' and the laugh would be on the Mr. Brown.

"Our advertising man saw a chance to get a good ad out of this act, so the next evening he had a boy, with a banner rolled up, sit down back of the orchestra, and as soon as the actor got off his joke, the boy got up and walked out, and the actor said, 'There goes Mr. Brown now,' whereupon the boy let down the banner, which read, 'It is one on you—my name is not Brown—I am advertising General Arthur Cigars.'

"This is only one of a hundred instances I might mention that we used to advertise this cigar."

"Mr. Gunst, it has been said that the General Arthur Cigar is not smoked by men who have a defined taste for a good cigar; that the General Arthur Cigar appeals more to the transient smoker. For instance, a man who is not in the habit of smoking cigars continually, but who smokes them occasionally—more of a habitue of the

pipe or cigarette. This man is asked by some friend to have a cigar or desires one of his own accord and goes to the cigar stand and asks for a General Arthur, because that is the first cigar he thinks of—the advertising having impressed it on his mind."

"That this is not so, is proven by the fact that we sell more cigars to smokers by the box than we do singly. The General Arthur Cigar is a cigar of real merit, or it would not have reached its enormous sale. There are more General Arthurs sold in the United States than any other brand of high priced cigars, and it's the result of a good cigar advertised everywhere long enough to let every smoker know it."

"Have you never used newspaper advertising?"

"Very little. It costs too much, and it is very difficult to get smokers interested in newspaper ads. We went into the San Francisco papers last year for a while, but a strike in the factory compelled us to cease all advertising, and we haven't gone back to papers. We do not think the newspapers pay us so well as walls and novelties."

"What will be your advertising expenditure this year?"

"Fully \$30,000. We are spending more this year on account of the attractive posters of the man pointing his finger with the wording, 'Say, U Smoke a General Arthur.' While this poster has been criticised by a number of advertising men, we think it the best ad we ever had. The increased sales already this year prove to our satisfaction that it is a good advertisement."

EDGAR M. SWASEY.

CATCH-UP OF WELL-KNOWN
ADS ILLUSTRATED. NATURAL
BODY BRACE.



"ADJUSTABLE TO ANY FIGURE."

Special Issue of

Printers' Ink

To Seed and Nursery Men

Press Day, November 27.



Every Publisher

of a first class newspaper—magazine—trade or class paper—publishers of large mail order journals, or agricultural and farming journals should be interested in this Special Issue to the

Seed and Nursery Men in the United States.

The edition goes to every responsible seed and nursery firm in the country for the purpose of obtaining additional subscriptions to PRINTERS' INK. These people are persistent and extensive users of advertising space.

PRINTERS' INK Special Issue reaches them just at the time when they contemplate the advertising appropriations for the Spring Season of 1902.

Their minds are open to good propositions and an advertisement setting forth the points of a good publication

is sure to be seen and read. There is no other way by which the same message could be conveyed as effectively at the same cost.



***Adwriters and Designers, Printers,
Catalogue Makers, Engravers,
Novelty Manufacturers, etc., etc.,***

may use this issue to greatest advantage. Their respective ads reach a large and growing element of American advertisers, who need the assistance of specialists at one time or another. They reach this class—the whole of them—through the classified columns of PRINTERS' INK for 25 cents a line. It's the cheapest rate of any medium published, considering quality and influence. The classified columns of PRINTERS' INK are considered by many to be better than display space. And it has often been shown that a one dollar ad—4 lines—28 words—inserted among the classified columns, continued to bring results years after its first insertion.



Advertising rates: Page, \$100; Half, \$50; Quarter, \$25. Display, by the line, 50 cents; Classified, without Display, 25 cents.



Book your orders early to insure acceptance and position if such is required.

***Printers' Ink Special
Edition to Distillers
Press Day, December 31.***

***Address
Printers' Ink
10 Spruce St.
New York***

POST VS. RODGERS.

THE PRESIDENT OF THE ASSOCIATION OF AMERICAN ADVERTISERS PAYS ATTENTION TO THE MESSRS. HARPER & BROTHERS.

Mr. C. W. Post, president of the Postum Cereal Co., Ltd., offers to pay Harper & Brothers a thousand dollars if they will furnish satisfactory evidence of a bona fide paid circulation of over 60,000 copies for their monthly magazine. Harper & Brothers refrain from giving information on this subject for reasons which are more satisfactory to themselves than they are to a majority of advertisers. The Little Schoolmaster does think that the old house of Harper ought to sink dignity for a moment in this case—just long enough to allow their circulation man to bag that thousand dollars—if they think such a course would be safe.

BATTLE CREEK, Mich., Oct. 18, 1901.

Mr. James Rodgers, care Grand Pacific Hotel, Chicago, Ill.:

DEAR SIR—I am in receipt of your printed invitation to dinner at the Grand Pacific Hotel to-morrow night. I regret that I cannot spare the time just now to meet and discuss with you some advertising points.

I can say, for our company, that the position of your principals in refusing to furnish advertisers with definite information as to circulation, means one thing to us, and it points very clearly that you feel that exact knowledge of your circulation would show to the advertisers that you are asking more money for the services you render than such services are worth.

The ancient excuse that you do not care to have your exact circulation compared with the exact circulation of some of the cheaper magazines is, I beg to say, an exceedingly cheap excuse, and does not meet the question.

The average general advertiser knows as much, or perhaps more than you do, of the value to him of the different publications, so far as the character of a publication is concerned, and as to whether it appeals to the class of people that he expects to sell to or not.

The *Harper's Monthly Magazine* could earn considerable more money, per thousand, in circulation, for instance, for a high grade book or an Oxford Bible, than some sporting publication. On the other hand, a sporting publication could sell more goods, per thousand circulation, in the way of, perhaps, some cheap watch, or other article that appealed to that class of readers, than the *Harper's Magazine*.

Each advertiser must be a judge of the character of the medium used as applied to his own particular line of

business, and he is a better judge of that than the publisher himself.

Is it to be supposed that the rate of the Boston *Transcript* would be open to adverse criticism because they are not parallel with the rates, per thousand, on the New York *Journal*? I am strongly of the opinion that your principals do not know the volume of adverse criticism and feeling against your publication because of your persistent attempt to mystify those who seek to do business with you. The worn out excuses do not excuse, and while I shall not undertake to tell you what your policy should be, I will undertake to say that the Postum Cereal Co., Ltd., for one, will never do business with Harper Brothers in an advertising way until Harper Brothers meet us on a fair, straightforward, businesslike footing.

It would be a vastly more honorable position, in the eyes of the advertisers, if a publisher would state frankly that he has 25,000 circulation and demand ten dollars a thousand per page for it, than to endeavor to keep the advertiser in the dark as to what he is purchasing. Such methods bring discredit to those who use them, and are more exasperating to the man who is asked to pay out money for such moonshine than I believe you to be aware of.

Respectfully, C. W. Post,
Pres., Postum Cereal Co.

N. B.—Since dictating the above a general advertiser has called at my office, and in the course of conversation remarked that his house was now out of Harpers' publications entirely, and proposed to remain out until the Harper people would give them some definite information regarding circulation. This is but one case, but I assure you it is one of a number, however.

CHICAGO, Oct. 19, 1901.

Mr. C. W. Post, Postum Cereal Co.,
Battle Creek, Mich.:

DEAR SIR—I have your letter of the 18th inst., and feel sure that on reflection you will agree with me that it is hardly the sort of acknowledgment which I was justified in expecting to an invitation sent to you as a personal courtesy.

The business policy of Messrs. Harper & Brothers, whom I have had the honor of serving for more than a quarter of a century, cannot be a subject of discussion between us, and although I have several times during the past year declined to accept a contract which has been offered me for the insertion of your advertising in *Harper's Magazine* in preferred position at a cut price, your reflection on the honor of my employers and inference that I am pursuing a policy in the conduct of the branch of their business confided to my care not dictated by them, makes it impossible for me in future to discuss the value of the Harper periodicals for your advertising from any standpoint whatever.

I feel impelled to say that I have learned, through long experience, that the man who goes through life wielding a club seldom accomplishes very much, and I would suggest the wisdom of keeping the clubs out of your letters,

especially when replying to an invitation to a purely social function.

Very truly yours,

JAMES RODGERS,
Advertising Manager,
Harper & Brothers.

BATTLE CREEK, Mich., Oct. 24, 1901.

Mr. James Rodgers, Advertising Manager
for Harper & Brothers, New
York City:

DEAR SIR—In yours of the 19th you criticise me for discussing business and not allowing myself to be lulled to sleep under the mesmerism of the so-called "social function."

You have been doing so many things of late to endeavor to quiet the loud and repeated calls, on you for some honorable statement of circulation, that I looked upon this invitation to dinner as a bit of toasted cheese hung on the trigger to attract nibbles and quiet the hunger of the clamorous.

Having never had the honor of your acquaintance, it seems natural I should consider the dinner as given for business purposes, and therefore the discussion of business would be permissible.

You speak of having refused our advertising because it was offered at a cut price. We must judge for ourselves of the value, to us, of space in your publications, and, inasmuch as you do everything in your power to prevent customers from obtaining information upon which to base value, it is natural that we should have given the subject considerable thought and attention. Our ideas of the value are about as follows:

If the *Harper's Monthly Magazine* has an actual paid circulation of 40,000 copies per month, space is worth, for our goods, from about \$1.25 to \$1.50 per page, per thousand circulation. That would mean from \$50 to \$60 per page. If you have 50,000 circulation, the space would be worth, to us, from \$62.50 to \$75 per page. If you have 60,000 circulation, the space would be worth, to us, from \$75 to \$90 per page.

This doesn't apply to the copies you sell in England, for it is my understanding that they do not carry the American advertisements except under special contract. We have never made you an offer for space. Our agents may have submitted an offer based upon a guess as to your circulation, but they would hardly "guess" that circulation to be 200,000, which would be the required number, according to our ideas of value, to earn your asking price of \$250 per page.

I do not know, to a certainty, what the circulation of *Harper's Magazine* is, but as an inducement toward definite results, I beg to hereby offer you one thousand dollars (\$1,000.00) in cash, if you will furnish satisfactory evidence of a bona fide paid circulation of over 60,000 of your *Harper's Monthly Magazine*, each issue.

I am, by this mail, sending check to the Bank of America, 46 Wall street, New York City, W. M. Bennett, cashier, accompanied with the provision that if you accept this offer, and will place a check for like amount in his hands, and furnish us with the exact facts within ten days from the receipt of this letter, when your report is verified you

will receive the \$1,000 in case the investigation shows that you have over 60,000 circulation. If you fail to show this, your \$1,000 is to be forfeited to the Association of American Advertisers.

I trust it is clear that I have not made this offer for the purpose of personal gain. I am deeply interested, however, in an effort to secure for ourselves and other advertisers, relief from the questionable mystery that some publishers still insist upon surrounding business matters with, that should, by all rules of common sense and commercial custom, be treated in the most open and honorable way.

I have no desire to "reflect on the honor" of your esteemed house. If you knew the conditions under which that ancient and high-sounding phrase has been worked upon advertisers in the many years of the past, I hardly think you would repeat it. One particular case I have in mind. The publisher's advertising manager, when pushed to the last extremity by the demands of advertisers to know the truth about circulation and what they were paying for, perched upon this high and misty ground where he "did not feel called upon to discuss such matters with those who would question the integrity," etc. But when certain facts were brought to his notice, he settled, at least, one advertising contract for one-third the agreed price rather than let the facts become public.

Advertisers have played the role of country boy at the country fair long enough, and they now ask to be shown what they are solicited to buy.

Ancient publishers may force ancient and mysterious methods down the throats of the few greenhorns for a while yet, but I trust, for the sake of all concerned, the practice will be given up, and modern, clean-cut, open business methods obtain.

I certainly hope you will accept my proposition, and I will await your advice with interest. Respectfully,

C. W. Post,
Pres't., Postum Cereal Co.

CATCH-LINE OF WELL-KNOWN
ADS ILLUSTRATED. EASTMAN
KODAKS.



"LOADED IN DAYLIGHT."

HOW THE LARGEST GROCERY CONCERN MANAGES ITS CIGAR DEPARTMENT.

AUSTIN, NICHOLS & COMPANY SELL EIGHTEEN MILLION CIGARS OF ONE BRAND IN A SINGLE YEAR.

Mr. J. Edward Cowles, manager of the cigar department of Austin, Nichols & Company, corner of Hudson, Jay and Staple streets, New York City, said to a representative of PRINTERS' INK:

"It is only during the past few years that the cigar department in a wholesale grocery house has received proper recognition. Formerly such wares were regarded as outside of the true province, but since the old notion has given way, the volume of trade in this line has increased phenomenally. One cause of the growth doubtless comes because the whole elaborate machinery of the general line is placed at the service of the department. Our entire force of 150 to 200 salesmen, who travel through every section of the country, in the interests of the general line of fancy and staple groceries, sell cigars in addition. And having no additional expense, they can afford to sell the cigars on a much smaller margin of profit, or give the smoker better value for his money."

"Might not the manufacturers and exclusive jobbers retaliate with the argument that in this age specializing and differentiating have become recognized as such distinct advantages, that just because they can give their whole attention to this distinct line, they can give better results?"

"We can concede that, and still have the advantage; for our cigars up to the moment of selling are the same as theirs. Our advantage from then on is self-evident."

"With regard to advertising?"

"We are not obliged to advertise as extensively or in the same manner as the exclusive jobbing houses must in order to create a demand. I have found that to interest the dealer in an article of merit, and to secure his co-operation in the interest of the brands you are seeking to introduce, is not only half the battle, but really

the whole thing as far as future business is concerned. Whatever the dealer recommends with confidence to customers usually takes the lead, and it is the dealer himself who can influence a successful introduction or the ultimate failure of any brand of cigars that he may carry in stock."

"Do you recommend outdoor display for cigars?"

"Posters or billboard advertising doubtless appeals to consumers to a very great extent and prompts them to give the brand a trial. But if the dealer is not particularly interested in the sale of an advertised brand, he can hinder it in spite of all that is done by the advertiser. If he keeps the boxes containing this brand out of sight, back on the shelf or under the counter—a practice very often exercised by dealers when more interested in another brand, which suits their own particular taste or fancy to promote—they can easily prevail on their customers to adopt the latter. My arguments in general have for these reasons been largely addressed to the retail dealer. I do most of this through circulars and personal letters, thus substantially supplementing the labors of our salesmen, sometimes preceding, sometimes following them. Furthermore, I make it an object for dealers to handle our brands, by furnishing them with a liberal supply of attractive advertising matter—signs, show cards, etc., with which to make their store attractive, or to enable them to make a window display of some one particular brand."

"I presume this was your course with Sweet Violets?"

"Yes. But Sweet Violets had a more elaborate introduction than most other cigars have been given. I adopted quite a number of schemes with it."

"Among them I suppose the demonstration?"

"Yes, that was one of the winning cards—the girl—a beautiful one, clad in all violet, with violet trimmings, etc. I've given that up now, however. But I still use the artificial violets arranged in strings, making a background of violet bunting; and I sometimes

still furnish a mechanical figure of some sort for show windows. This gives a good color effect and can be seen for a great distance. Also by using a profusion of glass, cardboard, cloth and other signs, I complete a window display, not only advertising cigars satisfactorily, but as a general advertisement for the entire business. By the way, we make it a feature to sell our goods particularly to druggists and retail grocers."

"Sweet Violets is your leading brand, is it not? And do you still sell a million a month?"

"Our leading five cent brand. And we now sell a million and a half a month—about eighteen million of them every year!"

"Do you advertise your fine cigars in the same way?"

"We carry a very large variety of all grades of cigars—sometimes as many as twenty varieties or sizes of one brand. Our cigars range in price from \$8 a thousand to \$250 a thousand. These latter retail for about 40 cents apiece. We make a specialty of high grade cigars, which go to the trade without advertising—that is, wholly on their merits. The man who smokes Havana cigars generally knows what he gets; he is a connoisseur, rarely buying an advertised article, and relying wholly on the merits which his own knowledge of what is a good cigar tells him. He is reluctant to buy an advertised article, for what he deems a very good reason. He fears that the cigar itself is paying for the advertising, and that this may mean a reduction of quality."

"You do not use newspapers or other mediums at all, then?"

"No, not even trade journals—although I must say that these latter deal very liberally with us. They give us reading notices freely—long ones, too; and since they are voluntary, they ought to be given credit for being sincere. I cannot say that they do us much good, although I haven't tried to find out."

"But your own house journal?"

"Oh, yes! The 'Anco Special' does us much good. We pre-empt a liberal share of its space, and since it visits the bulk of the re-

tail drug and grocery trade of the entire country, it brings us any number of orders. In addition to it, we are liberal dispensers of mirrors, showcards, booklets, circulars and novelties, mainly to bacconists' supplies—mats, cutters, lighters, etc."

"You say you gave up demonstration?"

"Yes, we have discontinued. We originated a great many schemes which have become the vogue in other trades. A great many vulgar methods have since sprung up which have thrown disrepute on schemes generally, and so we have concluded not to touch any more."

"Mr. Cowles, would you care to tell us the volume of your trade, and your advertising outlay?"

"No, if you will excuse me. I do not care to make either public. I would not care to tell the true figures, and I certainly would not like to mislead you."

"Your trade has increased during the past three years?"

"Even more than during any similar period heretofore." Did you know that since the war in Cuba, the sale of Key West and domestic made Havana cigars has increased more than fifty per cent in this country over the sale of the imported? This speaks volumes, for it means that the quality is recognized regardless of the import stamp which is supposed to give the foreign made article an advantage."

"I see that they have named a fine Key West cigar after you."

"Yes," chuckled Mr. Cowles.

"Quoting from a circular sent out to our salesmen, 'I offer no apologies for the use of my name and "phiz." I have never claimed modesty as a virtue, but do relish a little notoriety when it comes to business. The title was suggested on the use of famous men's names—'William the Fourth,' 'Henry the Fifth,' etc. What's the matter with 'J. Edward the First?' jokingly said one party to the conversation. Behold the title was published in the *Trade-Mark Record*, with the name of a prominent cigar manufacturer as owner of the brand. 'That will not do,' thought I. 'If there's anything in

a name, and it happens to be mine, I want it myself." I therefore secured a transfer of the registration. The cigar is certainly a fine one, coming in fourteen sizes, one of which sells for \$225 a thousand, to retail for at least 30 cents. If I hear the proportionate worth among men as this does among cigars, I am more than satisfied."

ON CIRCULATIONS.

As an evidence of how little faith may sometimes be placed in the claims of the solicitor, regarding the circulation of the publication which he represents, the following story is an illustration:

"About a year ago," said Mr. S. G. Rosenbaum, manager of the National Cloak Company, a concern who advertises in every leading magazine, "a solicitor who had been canvassing me for some time brought the matter to a focus. I had not made a contract with him, because I had little faith in his medium, but as I rather liked him, I asked him what circulation he claimed. He promptly replied that his paper—a monthly—published more than 50,000 each issue, but that the coming number would have a circulation of 55,000.

"While I had reason to doubt, I nevertheless credited his publication with thirty to forty thousand. And if it had reached the latter figure, I would have signed a contract.

"I recalled that the printer who gets up my catalogues twice a year also printed the magazine in question. I went to the printer and plumply asked him how many copies of the ——— he turned out every issue, and this was his reply:

"We usually print about 2,800 copies every issue. But this month they are going to get out an edition of 3,000."

"That solicitor did not get my contract."

The publication in question discontinued a few months after this incident, and its publishers or owners have, it is believed, gone out of journalism altogether; at least they do not seem to be active.

The circulation question is one of the burning problems of adver-

tising. Its solution has been suggested in a number of ways which may have been practical to one or another of those proposing them, but it may well be doubted if any one plan will ever suit the majority of those interested.

There can be no doubt that in the long run it will pay every publisher to tell the plain truth about the circulation of his publication. That is putting the question upon its lowest basis—that of policy. In that case, the publisher will be getting his business on the merits of the publication, and his conscience need never be troubled. All the difficulties of such a course are at the beginning, and every day the road will be getting easier for him. The story of such a paper must be one of success, an incentive to all others. Based upon such a foundation, the growth and development of the periodical cannot be otherwise than satisfactory. Every ad it carries will have added significance—it will mean the expression of the confidence and approval of the advertiser.

THE double entendre is admissible in advertising provided it does not descend to the pun. A Broadway haberdasher finishes off his window display of neckties with a card bearing the photographs of half a dozen stunning women and the word "Beauties."

CATCH-LINE OF WELL-KNOWN ADS ILLUSTRATED. G. W. COLE CO.



"THREE IN ONE."

ADVERTISING A RETAIL CIGAR STORE.

Every cigar store, however small, should be advertised in some way. In towns where newspaper space does not cost much, the newspapers should be used. In large cities the high tariff for advertising space prohibits a retailer from advertising. If he cannot afford to advertise in the newspapers, and is too dignified to use dodgers, he should at least see to it that his windows are made to advertise the store well, and should periodically circularize the neighborhood with a well written and well printed circular by house-to-house distribution.

It is wise to remember, in advertising cigars and tobacco in any form, that you are appealing direct to males only. These are goods which the fair sex not only does not buy, but has little influence in directing the purchase of. When women buy cigars or tobacco—as presents for “him”—“he” generally does a lot of regretting afterwards. A man is willing that “she” may buy his food, drink, clothing, reading, etc., but when it comes to choosing his “smokeables” he prefers to do it himself. Consequently, the style of advertising can be much more free and easy than if written to appeal to femininity. There is a deal of competition in this business and all the advertising in the world will not help a man who does not keep a good quality of goods. Cigars and tobacco are of daily—almost hourly consumption. Therefore, if looking for permanent trade you must supply a good article for the money.

To make a success of a cigar store, its keeper ought to be a smoker himself and have a thorough practical knowledge of the goods he sells. It often happens that a chance customer can, after a few questions, be exactly suited with a cigar, where a novice in tobaccos would not know what to offer him. The best advertised retail cigar store in America is in Fulton street, Brooklyn, known as “Port Tobacco,” and it is never advertised in the newspapers but

only by means of window cards and outdoor notices. The man who runs the store knows everything about tobacco, and can talk and write interestingly about it and impart much information to his customers.

He has been written up at considerable length in these pages before, and yet correspondents are occasionally writing in to **PRINTERS' INK**, drawing attention to the really clever work which he is constantly putting out, for he changes even his window cards several times a week, and they are always bright, snappy and up-to-date. As he writes them all himself, it may be said that his advertising expenses, in this respect, are nil, but at times he puts on a spurt and sends out a circular by mail to the “gentleman of the house,” within a radius of half a mile or so from his store. When he first took charge of the store, he sent around some neat envelopes containing an introductory circular and a choice cigar—a sample of what he was going to sell at ten cents. That ad paid him a hundredfold and it is paying him yet.

A retail cigar dealer in a good location can afford to spend money to work up a permanent trade. The first cost may look big, but cigar smokers spend money constantly and the continued patronage will amply repay for the first outlay. For instance, it would be well worth paying one dollar to secure a steady customer at fifty cents a week. If the outlay of a hundred dollars can secure a hundred such customers, there you have a comfortable nucleus for a profitable business—and at very slight relative cost.

There are no “seasons” for advertising smokers' goods. They are seasonable all the year round, but the ads ought to be constantly changed so that familiarity will not breed contempt. Again, every package that leaves the store—cigars, tobacco, cigarettes, pipes, pouches—ought to not only have the name and address on the outside, but a little advertising card within, something frequently changed and always of a humorous or cheery character. As be-

fore stated, there is more latitude allowed one in this kind of advertising than almost any other, as there is little fear of the fair sex criticising or even seeing the matter used. A little fun is always allowable, but even a serious or semi-serious article will do. The writer respectfully offers the following parody to all the readers of *PRINTERS' INK* who can find use for it. Add your name and address to a card bearing this and it will doubtless be appreciated by those customers who silently chant, through the upcurling wreaths from their cigar or pipe, a "PSALM OF SMOKE."

Tell us not in words provoking

That we should not try the weed,
There's a comfort found in smoking

That is happiness indeed!
Smoking is itself a pleasure—
Sweet companionship to man;
Solace which he cannot measure

Who has placed it under ban.
Truly 'tis a great incentive
To fertility of thought,
Spurring on the brain inventive
After secrets yet unsought.

In this world the wisest, greatest
Of all celebrated men,
Down from Raleigh to the latest
Used tobacco now and then.

Trust no wild vituperation
Anti-smokers may express—
Brainy men throughout the nation
Fondness for the weed confess.
Lives of great men oft' remind us

We of pity have no need,
Should our friends and neighbors
find us

Taking pleasure in the weed.
Pleasure that is pure and healthy,
Harmless—economic, too—
Open both to poor and wealthy,
Whether they would smoke or
chew.

Let us, then, give honest praises
To Tobacco—fragrant weed,
Speaking in admiring phrases
Of a soothing friend indeed!

JOHN S. GREY.

THERE is little wisdom in omitting prices, even when the goods are of an extremely expensive nature. The truth will out, and a plain price in such cases simplifies follow-up systems by weeding out unprofitable inquiries.

NOT SO QUEER AS IT IS TRUE.

Office of

"THE McCOMB RECORD."

McCOMB, O., Oct. 24, 1901.

Editor *American Newspaper Directory*:
Summarizing what has appeared in
PRINTERS' INK from time to time:

If a publisher makes a plain statement that his average circulation is a certain number, he is most probably a liar.

Should he make an affidavit to that effect the probability grows stronger that he is a liar.

If he makes a plain statement that his circulation each day is a certain number, and repeats the statement 365 times, then strikes an average, and signs it, then he is a truthful man.

Will you please explain how the re-assertion of a lie 365 times transmutes it into the truth?

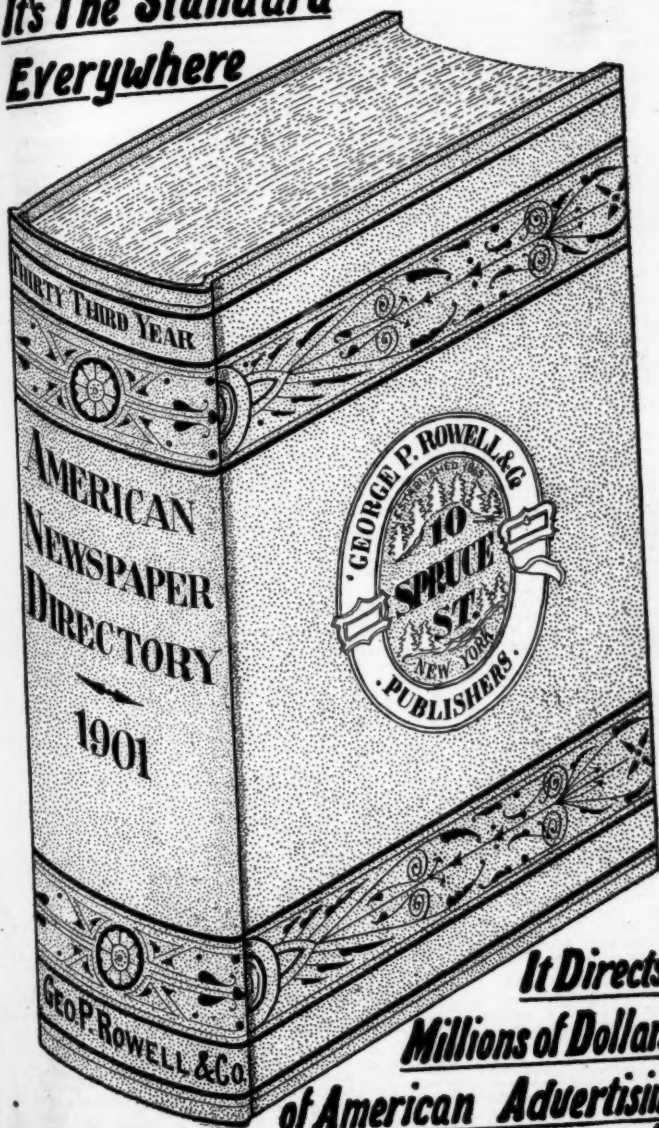
Yours inquiringly, H. H. MOORE.

The editor of the *American Newspaper Directory* sets down among the "rules and usages that prevail for the quarterly revisions" the following paragraph wherein he attempts to deal with the question raised by Mr. Moore:

When a publisher states what has been his average circulation for the past year, without giving the exact figures of each case, his report fails to entitle him to the rating he appears to claim, because the editor of the *Directory* ought to see the figures by which the result was arrived at, so that he may know that the calculation was made with accuracy. No publisher can tell what his average circulation has been without first having caused the figures to be set down and the necessary calculations made; and when that has been done, he may just as well send the figures for examination, and to be placed on file at the office of the *Directory*. A mistake may have been made which a glance would reveal.

In a personal interview between the editor of the *Directory* and the editor of *PRINTERS' INK*, the *Directory* editor said that out of the thousands of statements given of the number of copies printed of every issue of a paper for a year, he has not in times past found more than one-tenth of one per cent of them to be untruthful, while on the other hand, when a publisher has insisted upon a plain statement of what his average circulation has been, without a willingness to show the figures whereby his information has been gained, he has never yet known one instance where the publisher was not lying about it. He says it is queer, it is almost funny, but it is not so queer or so funny as it is true.

It's The Standard
Everywhere



It Directs
Millions of Dollars
of American Advertising

NOTES.

THE Wilbur seed company of Milwaukee is advertising extensively in the agricultural papers.

Profitable Advertising. Kate E. Griswold, publisher, is now located at 140 Boylston street Boston.

MR. ROBERT FROTHINGHAM has been appointed advertising manager of *Life*, 19 and 21 West Thirty-first street, New York City.

THE blotters sent out by B. Heller & Company, manufacturing chemists, Chicago, are noteworthy for their striking, original designs.

THE samples sent out by the Illinois Engraving Company, 356 Dearborn st., Chicago, well advertise the fine work the company is doing.

THE publishers of the Dundee, Eng., *Weekly News* send a miniature copy of their paper. It is a typographically well arranged newspaper and carries a large number of ads.

THE Mathews-Northrup Works, Buffalo, N. Y., advertise their *Vest-Pocket Daily Reminder* for 1902 in a handsome little folder representing a specimen page of the diary.

THE Kansas City *Times*, which is with one exception the oldest daily newspaper in Missouri, was sold last week to William R. Nelson, editor and proprietor of the Kansas City *Star*.

Batten's Wedge is the successor of *Our Wedge*, published by George Batten & Company, 38 Park Row, New York, an excellent PRINTERS' INK baby, that has been treated to a new dress.

THE Rev Father J. F. Baxter, who from 1885 to 1892 was pastor of St. Joseph's Roman Catholic Church, at Babylon, L. I., has sued the Brooklyn *Daily Eagle* to recover \$50,000 for alleged libel.

W. BENT WILSON, publisher of the *Morning Journal*, Lafayette, Ind., promotes his circulation by treating his rural correspondents and subscription agents to excursions with brass bands and special cars.

THE fall and winter catalogue of the Denver Dry Goods Company deserves commendation for fine arrangement and practical treatment of the departments, good press-work and good illustrations. The cover is a beauty.

THE Manitoba Free Press Company, Winnipeg, Manitoba, sends out mailing cards with halftone views of wheat fields and stacks in the Virden district. The photos were taken by the special commissioner of the Press.

THE Globe-Wernicke Company, 1224-1248 W. Eighth street, Cincinnati, O., have published a booklet on their card index systems which explains the advantages of the latter by practical illustrations. The booklet itself is a gem in bookletdom.

It is asserted that the results of the circulation controversy between the *Rocky Mountain News* and the Denver

Post would establish the fact that the *Post* has the largest circulation in its territory and a steadily increasing paid circulation over that of its competitors.

ERNEST SETON-THOMPSON, the famous author of "Wild Animals I Have Known," has become one of the editors of the *Ladies' Home Journal*. He is to conduct a department in the *Journal* every month, and in addition to writing it he will also furnish all of the illustrations.

CLIFTON S. WADY (The Boston Advertiser) has recently joined the advertising force of Carleton & Hovey, manufacturing chemists, of Lowell, Mass. They have begun to vigorously push their "Father John's Medicine" and will use all the known methods and mediums of exploitation.

AN illuminated mailing card of the Minneapolis *Journal* says: "Twenty Klondikes cannot equal this Bumper Crop of the Northwest. The *Journal* is the greatest newspaper of this section and advertisers get better results from the *Journal* than from any other paper printed in the Northwest."

THE *Daily America*, New York's new daily, will have two editions. It is said to be owned by a syndicate of sporting and racing men and will be devoted to racing, theatricals and sporting events generally. The office of the new publication is at 442 Pearl street and there will be added an office up-town.

OF late years other weeklies have fallen like autumn leaves; but the support of the *Weekly Tribune* has continued to be unexampled. It remains to-day far the best known, most widely circulated, and most influential weekly issued from the office of a daily in America.—*New York Weekly Tribune*, Oct. 17, 1901.

"CONCERNING a Columnless Newspaper" is a handsome booklet compiled by Chas. S. Patteson, of *Newspaperdom*. It is full of practical information and facts, and is published in the interests of the *Evening Dispatch*. Testimonials of advertisers and circulations figures make up part of the booklet.

THE Manix Store, Nashville, Tenn., is an up-to-date advertiser generally, and sometimes they do an exceptionally good thing there. Their first annual linen sale took place on Monday, October 8. Invitations were sent out printed on miniature damask towels, that must have caught the fancy of the Nashville women.

SOMETIME ago it was stated that the Lydia Pinkham publicity would be considerably curtailed. In contradiction a PRINTERS' INK baby of recent issue says: The Lydia Pinkham advertising contracts which have recently been awarded to the Pettingill Agency, aggregate the largest amount of money ever put forth by the Pinkhams.

E. P. WOOD, secretary of the San Diego, Cal., chamber of commerce, sends a copy of the new edition "Home Land." The booklet is a description of the many attractions of the city and county of San Diego. Mechanical appointment and fine halftone illustrations

make it a perfect little gem. Copies as if it appeared in one of our familiar popular monthlies—but it will reach a proportionately larger number of intelligent, prosperous people, who read the advertisements, and who can afford the mental and physical luxuries. One two thousand dollars a year reader is of more value to you than fifty ten dollars a week clerks.

The first number of the *Commentator*, "a magazine of non-conformity," published at 788 Broadway, New York, contains thirty-two pages of comments upon books, social conventions and things in general. It is a meaty little periodical, tied with a hempen string, and is evidently the product of people who have long contemplated comments upon many questions.

The *Ledger Monthly*, owned by Robert Bonner's Sons, was transferred to the Ledger Publishing Company, a corporation recently established for the purpose of conducting the publication. The *Ledger* was founded by the late Robert Bonner in 1852 and it is said its success was largely due to the shrewd advertising methods which he employed to attract public attention to his paper.

The Cleveland Pneumatic Tool Company, 74 Frankfort street, Cleveland, publishes a catalogue of unusual excellence and practical demonstration. It contains 48 pages, 6x9 inches in size, and is printed on heavy coated paper. The tools made by this firm are described in every detail and their application is shown in halftones taken from scenes in the factory, a workman handling the tool is conspicuously in the foreground.

The S. S. McClure Company, 141-155 E. 25th street, New York, has published a brief history of *McClure's Magazine* and what it has accomplished in eight years of endeavor. Its first number appeared in June, 1893, and the publishers say at that time had nothing behind it but an ideal, abundant hope and courage. The booklet is handsomely appointed and contains many pretty halftones, which illustrate the different epochs of progress and subjects treated in the magazine.

The White Mountain Paper Company, with a capital of \$25,000,000, is in process of organization at Springfield, Mass. Articles of incorporation will be filed in New Jersey this week. William B. Plunkett, of Adams, Mass., is to be president, and the directors will include ex-Congressman William G. Whiting, of Holyoke; George B. James, of Boston; Col. McCook and Gen. A. C. Barnes, of New York. The company will be entirely independent of the trust—in fact, will fight it at every turn.

It has become the fashion in late years for some of the larger dailies, following the *Tribune's* lead, to issue almanacs, and most of these almanacs are to be commended; but among them all the one which a careful critic would select as easily taking the lead in the way of information, comprehensive make-up, carefully compiled statistics and local knowledge of value, is the one published by the Brooklyn *Eagle*. The *Eagle Almanac*, like the daily and Sunday *Eagle*, is just about as good as it can be made.

The *Commentator*, a magazine of non-conformity to be published monthly at 788 Broadway, New York, has first made its appearance. To advertisers the following statement is made: Your advertisement in the *Commentator* will

positively not reach as many readers as if it appeared in one of our familiar popular monthlies—but it will reach a proportionately larger number of intelligent, prosperous people, who read the advertisements, and who can afford the mental and physical luxuries. One two thousand dollars a year reader is of more value to you than fifty ten dollars a week clerks.

The *Island Press*, published at Stonington, Me., is a unique type in the Maine journalistic field, says the *Biddeford Journal*. It had several very original features and was sent one year to subscribers for 25 cents—or was it 25 years for one cent? The final chapter in the history of the *Island Press* has been written. It was decided to discontinue publication, and its reason for giving up the struggle is unique. In his obituary the editor says he has decided to discontinue his paper, having outgrown the facilities to produce its large editions. Few newspapers ever had such a satisfactory reason for accepting the inevitable.

The Burlington Railroad has just placed an order for 150,000 Japanese fans to help cool its patrons next summer. While the heat of 1901 was still turned on, General Passenger Agent Francis sat up nights building sentences that would read well in the heat of 1902, and incidentally start the reader for some resort "best reached," et cetera. The advertising matter decided upon, metal-base electrotypes are made in Omaha, and shipped to Japan. There the ads prepared in Omaha are printed on Japanese fan paper, which is later pasted on strips of bamboo, shaped in the form of fans. The price of the fans delivered in Omaha, Chicago, and St. Louis, is about a cent and a half apiece.

The "Spotless Town" jingles of the Sapolio advertisements have caught the town as few things of the sort ever have. Even the politicians turn to them for models, as witness the following from Republican headquarters: This is the Ruler of Spotted Town, And known as such the world around; He doesn't care for such repute, For all he's after is the loot; But will he get the needed dough? Well—hardly, for we'll win with LOW. This is the Squire of Wantage Town, Whose horses are of wide renown; His dogs they cost £1,000, And in New York he's seldom found; To keep this up he needs the dough. Who'll knock him out? JEROME and LOW.

The Newspaper Blue Book published by the United States Press Clipping Bureau says that in the six cities of the first class—New York, Chicago, Philadelphia, Boston, St. Louis and San Francisco—the best morning and best evening newspapers, judged by the quantities of clippings they yield, called for by business and professional men of all classes, are as follows: New York—*Times*, morning; *Post*, evening. Chicago—*Tribune*, morning; *News*, evening. Philadelphia—*Ledger*, morning; *Bulletin*, evening. Boston—*Herald*, morning; *Traveller*, evening. St.

Louis—*Globe-Democrat*, morning; *Post-Dispatch*, evening. San Francisco—*Chronicle*, morning; *Bulletin*, evening.

In a nutshell, an advertising proposition is a question of amount and character of circulation, and its cost—how many possible purchasers will be reached and at what expense. No one who advertises in *Collier's* is asked to take the amount of circulation for granted. So much for so much is the *Collier* plan. The advertiser has a right to know exactly what he buys in the way of publicity. Not what it expects to do, but what it has done and is now doing—the absolute facts—are what *Collier's* tells its advertising patrons. It goes further. There is a definite guarantee back of every *Collier* contract. The average net paid circulation for the five months ending June 1, 1901, was 259,513 copies each week. If an average of 300,000 copies per week is not sold, beginning with the year November 1, 1901, a pro rata rebate of advertising charge will be made.—*Collier's Weekly*.

THE Thanksgiving number of the *Ladies' Home Journal* is replete with good fiction and interesting and novel features. It opens appropriately with an article which tells "Where the President's Turkey Comes From." Then there are delightful stories by Hezekiah Butterworth and Laura Spencer Portor, and a new love story called "Christine," by Frederick M. Smith. Cleveland Moffett has an interesting story about Ira D. Sankey, the great evangelist, and Edith King Swain recounts the famous ascents she has made in various parts of the world. Will Bradley's original designs for a house begin with the breakfast-room, and Wilson Eyre, Jr., presents plans for a country-house and a garden. Mr. Bok gives much good advice to young married couples in his editorial. Another most timely feature is "Why Should a Young Man Support the Church?" by the Rev. Francis E. Clark. Many home-made Christmas gifts are shown, and the first of "The Journal's Amusing Puzzles" appear. The regular departments are exceptionally good and the illustrations superb.

GETTING IN TUNE.

In advertising, as in every other endeavor to which man turns his attention, it is the man who goes forward, who gets there. It is necessary to have patience—a man must learn to wait, but he must also raise an awful dust while he's waiting. It is not sufficient simply to make a noise; the world is full of noise and most persons are tired of it. The advertiser must get in tune with his public. He may not like rag time, but if it's rag time your dear public wants, give it to 'em and trust to some one who is not interested in selling goods to educate them up to Wagner.—*Agricultural Advertising*.

CAPITAL comes before advertising. There are plenty of good things lying about. All they need to make them successful is the money with which to advertise and sell them.—*The Advisor*.

A GREAT ADVERTISING HIT.

Office of "EVENING TELEGRAM,"
Herald Square.
NEW YORK, Oct. 25, 1901.

Editor of PRINTERS' INK:

I note an article in this week's PRINTERS' INK, taken from the *Mail Order Journal* which shows that the "knockers" are not all dead yet.

The article says, and is evidently referring to the *Evening Telegram*:

In New York there is an evening paper, by no means a bad paper, nor by all odds the best, which arranges a table of figures, which, according to measure, is the truth. It shows that it carries in six months over 78,000 separate ads and boastfully says no other New York afternoon paper approached this record. It is a fact. But why! Every day this same paper carries an entire page of exchange ads at such a ridiculously low price that it is unprofitable to set them up. These ads are carried for the prime purpose of enabling the publisher to make a showing against all other New York evening publications. This paper can continue in this way to exceed other publications in the volume of business carried, as the other publications are not going to fill up their advertising columns at a loss, to make a better showing.

The *Evening Telegram's* exchange advertising feature is the greatest advertising hit that has been made by any New York newspaper and it has been copied, usually unsuccessfully, by scores of newspapers throughout the country.

At the present time instead of running one page, as stated, the *Telegram* is printing two pages and sometimes more. Yours very truly,

F. JAMES GIBSON, Adv. Mgr.

TWO MILLIONS OF FREE ADVERTISING.

Office of "THE WORLD,"
TORONTO, Oct. 26, 1901.

Editor of PRINTERS' INK:

Within the past year I read a newspaper article, probably a New York letter, showing how the Waldorf-Astoria got advertising (in the way of descriptions of that palatial hotel proposition) from the papers of the United States equal to two million dollars; and that this advertising was a free gift to that institution, but none the less a two million dollar asset. Who will tell me where I may find the article in question?

F. W. MACLEAN.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"SUPERIOR TO ALL OTHERS."

TRUE ENOUGH.

What country has profited more by persistent advertisement than America? asks one of our exchanges, and then asserts that it is to advertising that she owes her position to-day; it is due to advertising that she is able to forestall us in some of the arts and crafts of the world and it will be by advertising that she will retain and increase her hold of existing markets. British traders have not realized the incalculable advantages, the stimulating effect, the staying powers of advertising. While our chief rivals are only waking up to its possibilities, advertising is the life blood of business, and unless Great Britain makes more use of it, the encroachment of her rivals will be more pronounced than ever before.—*Altoona (Pa.) Mirror.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DWITER WANTED BY LEWIS.

A DWITER WANTED—See LEWIS' ad down farther.

R UN a special edition, costs 60c., brings \$7; plan 10c., cir. free. POINTS, 104 Points, Boston.

W ANTED—Position in the South, by an experienced pressman. "L. J. D.," Printers' Ink.

P RINTER WANTED—Give references and inclose stamps to write same. Box 100 A, Coral, Mich.

D OCTOR will take charge of medical mail order business. Has years of experience. GEO. W. SMITH, M. D., Macon, Mo.

W ANTED—Complete file of PRINTERS' INK. for the past five years, bound or unbound. Address "S. N. C.," care Printers' Ink.

M ORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

W ANTED—Position as adv. manager. Change of climate, South or West. State particulars and salary. Address "A. C. B.," Printers' Ink.

W ANTED—Operator for Simplex Typesetter, woman preferred. State experience and wages expected. Address EDUCATIONAL INDEPENDENT, Edinboro, Pa.

B USINESS MANAGER—With exceptional record for getting business and beating all competitors. Has never failed. Highest references. Address "BIG PROFITS," Printers' Ink.

I CAN increase your circulation. Am a young, energetic and capable circulation man, and solicit correspondence with a publication in or near Chicago that can use me. Address "P.," Printers' Ink.

O RDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

M. O. M. and those desiring to enter the mail order trade should write for lists of our goods. Pay you from 200 to 300 per cent profit. Circulars with your imprint 80c. per 1,000. We mail for you. Write! WILCOX BROS., Tracy, Minnesota.

A DVERTISING MANAGER, experienced and practical, seeks a position; was connected with Geo. P. Rowell & Co. for thirteen years, and for seven years was advertising manager of *Ripon's Tribune*; knows thoroughly newspaper advertising, papers, rates, etc., and is competent to be advertising manager. Reference, Mr. Geo. P. Rowell. Correspondence is invited. PETER DOUGAN, 14 Perry St., N. Y.

W ANTED—Young men possessing common school education and taste for newspaper work, to send for booklet. We have a proposition that will interest any one who desires to take up any branch of journalistic work. NATIONAL PRESS ASSOC'N, Indianapolis, Ind.

A HOUSE at Sydney, New South Wales, with facilities for doing a mail order business throughout the United States of Australia, are prepared to handle books and novelties in that territory. Manufacturers, publishers or jobbers who are likely to be interested in such a proposition are invited to write to "IDEAS," P. O. Box 1005, Sydney, N. S. W., Australia.

W ANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. ROWELL & CO., 10 Spruce St., New York.

O UR company wants to make a contract for a year or more with two advertising men, one to assist in Retail Department, and one in Trade Paper Department. To competent men we will pay anywhere from \$30 to \$50 per week, according to showing, with advances every six months. Men who can command a line of business can make contracts covering good salary and commission on all business handled. Only those who can show good endorsements from advertisers need apply. Three months' trial will be required before any contracts will be signed. Please forward samples, endorsements and character testimonials to be returned by us after consideration. E. ST. KLMO LEWIS, Inc., 618 Walnut St., Philadelphia, Pa.

SPECIAL REPRESENTATIVES.

L A COSTE AND MAXWELL, 38 Park Row, New York, telephone 3393 Cortlandt, special representatives for leading daily newspapers.

IMPOSING STONES.

B EST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ADDRESSING MACHINES.

T HERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine*, *Co. Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

ADVERTISING AGENTS.

W E will insert a two-inch adv't in 50 principal weeklies in Cuba, Central and South America for 6 months at \$1.50 per month for each paper. OPTIMUS CO., 184 Broadway, N. Y.

\$5 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. HUNGERFORD & DARRELL, Washington, D. C.

BOOKS.

\$10 WILL start you breeding thoroughbred poultry. 300 per cent profit can be made. A book telling how to start, proceed, care, house, feed, etc. postpaid. POULTRY ITEM, Fricks, Pa.

R EADY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Current* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Current Current.*

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

MAILING MACHINES.

THE MYERS MAILER; price, \$10; P. O. Box 449, Philadelphia.

ZINC ETCHING.

ADVERTISING agents require the best zinc etching. That is the kind we furnish our customers. **STANDARD,** 61 Ann St., N. Y.

MISCELLANEOUS.

SELLING old postage stamps to collectors is the best mail order business. Send 5c. for sample copy (none free). **COLLECTORS' JOURNAL,** Fayette, Iowa.

BILLPOSTING AND DISTRIBUTING.

DISTRIBUTING and Tacking in city of 5,000. All first class work. Railroad shops, cotton factory and saw mills are chief industries. **HERBERT C. MAY,** McComb, Miss.

NEWSPAPER BROKER.

NEWSPAPER BROKER—A. H. Smith, Earlville, Ill., serves sellers and buyers in a satisfactory manner. See list in **PRINTERS' INK,** Oct. 30. Correspondence invited.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! **THE MEN OF LETTERS ASS'N,** 595 Broadway, N. Y.

PHOTO ENGRAVING.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. **GILL ENGRAVING CO.,** 140 Fifth Ave., New York.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. **H. KAHS,** 240 E. 33d St., N. Y.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. **FERRIS BROS.,** 45-51 Rose St., N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.,** 34-36 Vandewater St., N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 600-page list price catalogue free. **S. F. MYERS CO.,** 45-50-52 Maiden Lane, N. Y.

CARBON PAPER.

TYPE WRITING CARBON PAPER that will please particular people, warranted not to be *Dirty, Sticky or Smutty*, put up in perforated books of twenty-five sheets, is the kind we deliver in your office at 75 cents per book; four books in a box. \$2.75.

WHITFIELD CARBON PAPER WORKS,
Red Bank, N. J.

EXCHANGE.

WE wish to trade stock in a splendid mining and industrial corporation for advertising space in papers published in towns and cities of 2,000 or more. Papers of Eastern and Middle States preferred. Our proposition is one of large merit and we court the closest investigation. Our reasons for this method will be furnished to those who inquire. Send copy of paper and prices of space. **WRIGHT, LILLY & CO.,** Box 1477, Colorado Springs, Colo.

INFORMATION.

INFORMATION, Binghamton, N. Y., tells subscribers, by ret. mail where to buy anything from maker.

NUMBERING MACHINES.

OUR numbering machine is the best. **WETTER NUMB'G MACHINE CO.,** 515 Kent Ave., Bklyn.

PAPER.

SEND for samples of our Seal Linen Ledger, 8½c. per lb. No ledger at same price can approach it. **BASSETT & SUTPHIN,** 45 Beekman St., New York City.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, 30, 311, North Third St., St. Louis, Mo.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.,** 140 Fifth Ave., New York.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.,** Detroit, Mich.

TO NEWSPAPERS.

LARGE New York department store will make exclusive arrangement with newspaper publishers in Connecticut and New York towns to act as local representatives. Very profitable and permanent deal, involving little trouble. Address **LAURENCE ELKUS,** 9 East 16th St., N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.,** Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.,** N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

DO your own illustrating at about 1c. per cent. Outfit, including casting box, \$10. Write for particulars. **EXCISIOR CO.,** Montrose, Ia.

WE have for sale about 400 photo zinc engravings, all in fine condition. The illustrations are reproductions of famous paintings and historical scenes, suitable for use in a mail order paper, magazine, a store paper, programmes or illustrated circulars. Will sell any or all of the cuts at 2c. a square inch. Average size about 7x10 inches. Have only one set of proofs, which will be shown to any one interested who calls at **OPTIMUS PRINTING CO.,** 194 Broadway, N. Y.

ADDRESSES.

ADDRESSES of bona fide residents and taxpayers of Salt Lake City and county, Utah. Information Bureau, City and County Building. "REFERENCE," Salt Lake City, Utah.

50,000 FARMERS in Iowa owing 35 cattle, 50 hogs or over. Every one a live stock man. Very valuable list for stock food, windmill, feed grinder, etc. 100,000 Iowa farmers owning their own farm, worth an average of \$15,000 at least. Many worth \$100,000. 25,000 names of farmers irrespective of property. Great list for patent medicine people. Every name copied from tax list and sworn to. Write for prices. **FARMERS' TRIBUNE,** Des Moines, Ia.

ADVERTISING MEDIA.

THE GOLFER, Boston. Oldest golf publication in America.

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THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

To reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

1,800 WEEKLY guaranteed. Rates 10c. in. nat. **CHRONICLE**, Princeton, Ky.

ADVERTISING agents serving their clients honestly, call up **TOLLETTS**; estab. 1881.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

If you want to reach the reading class of Western St. Clair County, place your ad in **THE NEWS**, Capac, Mich. It's a winner.

BAR NONE—The Marion, O. **DAILY STAR** is the best paper in its class in America; 3,300 paying subscribers. Send for sample copies.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 35c. Ad rate, 10c. line. Close 24th.

PRISS—**REPUBLIC**, Springfield, O. Leased wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 3,000 daily.

THE Mt. Morris, Ill., INDEX is the nearest printed paper in Ogile Co. It covers an excellent field for the advertiser. Its list is growing.

PHOTO-STRAWS. The best 50c. photographic magazine. Reaches 3,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WELLES & CHAPMAN**, publishers, Vian, I. T.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

DISPATCH, St. Paris, O. Richest farming district in Ohio; 22 villages shop here. Best business town, size considered, in the State. Circulation, sworn, 1,800. Yearly rate 10c. an inch.

MANUFACTURERS buy large amounts of machinery, supplies, equipment, etc., for factory and office use. Advertise your goods in **THE MANUFACTURERS' JOURNAL**, Brooklyn, New York. Write us.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,300.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACT, Notary Public in and for Harris County, Tex.

THE ILLUSTRATED WEEKLY, Denver, Colorado. Sworn circulation 25,000 copies weekly average, all paid. The great mail order weekly. We spend thousands of dollars ourselves in advertising. Rates: Display, 3c. line, 31 inch, readers 10c. line. No discount for time or space. Twelfth year, 8 pages, 16 columns weekly. Send us a trial ad. Stamps taken.

DODGE COUNTY, Minnesota. rich dairy and agricultural region, population, 14,000; only 12 townships, 6 banks, where most of the farmers have money. **THE DODGE COUNTY REPUBLICAN**, Kasson, Minn., covers this territory thoroughly. Established 1867. All home print. The best equipped country printer in the State, exclusively devoting its new brick building, \$12,000, to its increasing business. **THE REPUBLICAN** reaches the people, 1,500 circulation, and five other papers in the county.

LABELING MACHINES.

MYERS BROS. Label Pasting and Applying Machine, \$10. P. O. Box 449, Philadelphia.

EXCHANGE.

WILL exch. carbon paper for adv'g. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM**, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

FOR SALE.

PLATES, etc., of the only game of U. S. history. Box 249, Dwight, Ill.

FOR SALE—Cheap, one Bullock press in first-class condition. Can be seen operating daily in the **CITIZEN** office, Columbus, Ohio.

FOR SALE—Trade paper clearing over \$3,500 annually for many years past. Principals only address "WALTERS," care Printers' Ink.

ELECTRIC motor for sale. 30-horse power, 220 volt Niagara motor, in first-class condition. Will be sold at a bargain. **UNION PRINTING CO.**, 15 Vandewater St., New York.

BARGAINS IN BODY TYPE.

About 375 pounds of copper-face long primer, in ten cases and packages (italic included), for sale at \$70 for the lot, or 25c. per lb. in 100 lb. lots. Type is in splendid condition. Previous to being used on our newspaper was used for electrotyping only. Copper-faced type costs one-fifth more than the ordinary and wears about twice as long. This type will be sold for cash only, and samples of same with work will be mailed on application. Our sole reason for disposing of it is because, having installed a typesetting machine, we have no more use for it. Do not write unless you mean business.

CHRONICLE, Moorestown, Bur. Co., N. J.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

**Advertisers reach out constantly
for more business** ♣ ♣ ♣ ♣ ♣

Attractively Printed

BOOKLETS,

FOLDERS and

CIRCULARS

are now a very important part of advertising. They secure, first, attention; then a hearing; may be preservation, while the ordinary kind receive a prompt toss to the waste basket.

Attractive ads are noticed above all others in newspapers and magazines. Space is expensive, hence striking display within a limited space becomes a pertinent proposition.

We write and print booklets, folders and circulars of the highest advertising character. We write and put in type advertisements for all purposes, finish electros therefrom, and warrant a maximum display and just the right story in a minimum of space.

**Send for a sample of our large
Postal Card for advertising purposes**

PRINTERS' INK PRESS,

10 Spruce Street,

New York.

A Ten-Line Advertiser
 Million Times for
 For twenty

We will print seventy-five million copies (2,000,000) of newspapers and complete the work at the rate of one-eighth of a cent per copy. The advertisement will be placed in any paper. It will be placed in any newspaper—often, sometimes stated, every newspaper is read by five persons.

Address with

GEO. P. ROE

10 Spruce Street

ement Printed Two
r twenty-five Dollars.

tyfive dollars

ve wds, or ten agate lines, in two
(o) conspicuous American News-
e wds within eight days. This is
n of cent a line for 1,000 circula-
nt w appear in but a single issue
be pced before two million dif-
s—o ten Million Readers, if, as is
y newspaper is looked at on an

in the check

ROSELL & CO.,

ee Str, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 6, 1901.

THE Philadelphia *Record* has opened a New York office at 185 World Building, where agencies and advertisers may receive complete information upon all matters pertaining to advertising in the *Record*.

PUTTING truth in an advertisement is equivalent to putting strength in it.

ADVERTISING will help to instruct and elevate foreign people, who will thereby gain a better idea of the great American republic.

YOUR advertising next week will bring better returns if your advertising this week convinces the public that what you say can be depended on.

THE careful reading of current advertisements will convey a large amount of useful information on a variety of subjects, although one may not be directly interested in the ad.

Good advertising is good business, and very little else. There is no magic in words or in pictures or in type arrangement that will lead people to buy against their reason. Advertising does not depend upon expert juggling of words for effectiveness. It is a force built upon the multiplication table. Good taste, good typography and good pictures add their quota to its success, but unless it is good business it can never be profitable.

ADVERTISING prestige is hard to gain, but very easy to lose. All you have to do to lose it is to quit advertising for a little while.

THE successful advertiser is never quite satisfied with his advertising. No matter how good his advertising may be, to his mind, it lacks just a little of being perfect.

A PHILADELPHIA observer says the *Public Ledger* of that city is steadily losing ground as a newspaper. It is read by people who have been subscribers for years and will always continue such, but when one of them dies no one takes his place.

THE price is the key to the ad. If you say that you make a subtle perfume from real French extracts, put it up in dainty imported bottles with patent tops and send it by mail everywhere, there is but one additional fact that readers want—and that is the price.

THE claims of the magazine and the daily that each holds the balance of power over the public's purse should not enter too largely into the plans for an advertising campaign. The great, throbbing public has many sources of supply for its reading. It is not going to stop its magazine because the daily is turning itself into a sort of magazine, nor is it going to quit its newspaper because some of the magazines are evolving into monthly Sunday supplements. Both kinds of literature are in demand, and both kinds of advertising space are priceless to the advertiser whose needs they fit.

NOBODY now depends on a weekly paper for the news of the world. The enormous development of the telegraph and telephone systems, and of the Associated Press and rival news services, has placed small local dailies within the reach of every one. The rapid introduction of the rural free delivery, to which the postoffice department is now so thoroughly committed, enables the isolated farmer to have this daily brought to his door.—*New York Weekly Tribune*, October 17, 1901.

Ads differ from women in that the plainer they are the more they attract.

THE Albany *Journal* was established in 1830 by Thurlow Weed. Like the Springfield *Republican*, New Orleans *Picayune* and others of that class, it has always been regarded as of more than ordinary importance. As the years go by the *Journal* appears to have not only held its own, but, taking advantage of every circumstance, has kept up with the times and is "up-to-date" in all particulars. It is on sale at many New York City news-stands and is one of the few out of town dailies sought for and found in the more important city clubs.

THERE is rich material for the statistical fiend in *McClure's Magazine* for November. With its cover and inserts this issue contains exactly 153 pages of advertising, against ninety-six of reading matter. Exclusive of the announcements of McClure, Phillips & Co. and the magazine itself, there are 467 separate ads. These range from four-line agate school announcements to the four-page insert of the Aeolian Company. There is a colored insert of two pages, four double-page ads for Wanamaker's books, one double-page announcement for Harper & Brothers, forty-three single-page ads, eighty-three half-page and 188 quarter-page ads.

A STATEMENT carefully prepared and verified shows the daily circulation of the Cleveland *Plain Dealer* has increased more than 10,000 copies per day within the past nine months and of the Sunday *Plain Dealer* more than 12,000 copies per day. The circulation books of the *Plain Dealer* were examined in detail not long ago by the auditor of the Association of American Advertisers, but just what he learned therefrom no fellow can find out. The books of the *Plain Dealer*, however, are open to the inspection of advertisers. The average circulation of the daily at the present time is considerably above 60,000 copies, and that is good for Cleveland.

No part of your business requires more attention than advertising, because advertising is the most important part of your business.

A READER of PRINTERS' INK who lives in Brooklyn, and prefers the *World* for his own newspaper, tells PRINTERS' INK that the New York *Times* is getting an enormous circulation over there. He thinks more copies of it are sold than of the *Herald*.

It seems to be a rule with mail order advertisers that, where an article is featured for the purpose of attracting inquiries and trade, the charges of sending it by mail, freight or express shall be paid by the advertiser. Half the attraction of such a leading article lies in the big black price. When that price covers all expense the reader is more likely to order than if he has to pay shipping charges in addition. Such charges are seldom high, but they are an unknown quantity, and take considerable gilding from the bargain. Therefore, it is advisable to advertise such articles as "delivered at your door free of shipping charges." Of such trifles as this is mail order success made.

GIBSON, who runs the Sphinx Club, relates a conversation he overheard while waiting for an interview with the advertising manager of a New York daily who was at the moment giving a canvasser some points about soliciting patronage. The new man was in a discouraged state of mind and hinted it might be advisable to throw up his job, he found it so disagreeable. He had been insulted more than once, and once he had been threatened with being thrown out. The manager, a mild spoken man with a placid manner, expressed surprise at the conditions the man reported. "It has not been so in my experience," said he. "I may have been thrown out once or twice—but I have never been insulted." Gibson says no names should be used in connection with the story, for if they should be, Wiley would never forgive him.

SOME of the most effective industrial advertising for villages, counties and States is the establishing of good roads.

THE duty of an editorial writer is to condense the day's news or political events into a quarter-column in such fashion that readers will have the main facts from which to deduce their own opinions. Many conflicting, garbled accounts find their way into news columns, and the editorial writer is paid to boil out the truth and print it clearly, with perhaps a line of spice or comment of his own. The duty of a writer of ads is much the same. He must boil out the main facts about his goods and write an editorial that will inform readers upon the important items of price, fashion, quality and so forth. He is more or less a molder of public opinion. It is his duty to save readers the work of collecting facts at first hand in his store, and the nearer he comes to doing it—to being a good writer of business editorials—the nearer he will come to writing informing, forceful ads.

THE mechanism by which a modern store or business is advertised may be compared to the mechanism of a clock—an elaborate chronometer worth thousands of dollars, or a cheap alarm clock worth seventy-five cents, according to the size of one's advertising appropriation. Now, no man whose clock loses time ever tries to fix it by throwing a stone into its vitals, nor will any wise advertiser remedy a falling off in results by stopping his advertising. No single line of it ought to be tampered with until he is absolutely certain that he has found the cause of the trouble. Clocks and advertising systems are delicate mechanisms, be they cheap or costly. When the advertising clock falls off its works must be overhauled patiently, in detail. Mainspring, hairspring, wheels, cogs and bearings must be examined and the trouble located accurately. The whole clock is seldom at fault—but one or two parts at most—unless it is a notoriously bad timepiece.

THERE seems not in every case to be a necessity for changing the form of one's advertisement when it has fully developed its ability to produce a demand for the goods advertised. Messrs. Farwell & Rhines, of Watertown, N. Y., have advertised the products of their mills for over thirty years in the space of one inch, and with the same "criss-cross" lines upon the

These trade-mark criss-cross lines on every package.

Gluten Grits and
BARLEY CRYSTALS,
Perfect Breakfast and Doctors' Health Cereals.
PANSY FLOUR for Biscuits, Cake and Pastry.
Unlike all other goods. Ask Grocers.
For book or sample, write
FARWELL & RHINES, Watertown, N. Y., U.S.A.

face of every advertisement. The firm has become well known and is successful in business. Had their long experience with this little advertisement in unchanged form not been satisfactory, would they not have discarded it long ago for something better?

SOME of the potency of advertising lies in its capacity for keeping the public amused. Amusement is not the sole purpose of advertising, of course—nor a tenth of its purpose—but it is a profitable accessory. Spotless Town owes much to its capacity for amusing, as do the Omega geese. So does John Smith, who, in some little community, speaks out irrelevant opinions of his own in four inches of advertising space each week. An advertiser's legitimate purpose is to instruct the public in feet, inches and prices, but if he can incorporate into his announcements some distinctive quality that makes them amusing he will be more successful. This quality is often put into a picture or got by a peculiarly individual tone in one's writing. It is a quality not easily defined, and when it fails to be amusing it is either deadly dull or absolutely sickening. Properly, it is not advertising at all, even at its best, and yet it is more than advertising, for it attracts. If it can be gotten it is well worth while, but it should never be permitted to crowd out hard business facts and figures.

AMERICAN advertising is the reflection and the evidence of American business energy and success.

THE capital "I" style of advertising is not really good of itself. It is merely unusual, and attracts by reason of its novelty. Most advertisers seek to be impersonal. They write in the third person, studiously eliminating themselves from their ads. As far as individuality is concerned, their announcements might be written by a man of straw. Therefore, the man who uses the first person singular, frankly talking about himself, stands out above his fellow advertisers. His ads have a tone of responsibility. If all advertisers used the capital "I" it would lose this distinctiveness and become common. But the majority persists in trying to evade responsibility, and the man who is willing to take it cuts a greater figure in the public eye.

COMMENTING on an editorial paragraph in PRINTERS' INK of August 28, a correspondent says: "For his conservatism, the English newspaper publisher is freely conceded the palm, the cake and whatever else there may be a-going in the way of trophies. 'Conservatism' is a kindly sop to his sensibilities. Both English and American advertisers are trying to lead him into rational methods of thinking, purely for his own good, but without any marked success so far. But I believe that I may venture upon a prediction of better things for advertisers, as well as startling surprises for the English publisher. It is but three years since Yankeeland got the balance of trade, and scarce as long since Mr. Yerkes furnished London with a rapid transit tunnel. The next five years—to look no further into the future—will be big with events for England, mainly events sent over from the United States. In view of the present state of English advertising affairs it seems to me almost improbable that American publishers will refrain from setting up a modern daily in London. Certainly the inducements are tempting."

THE New York *Tribune* characterizes itself as "enterprising, but not sensational," and the public is inclined to admit that the second part of the proposition no one will dispute.

Now that the Baltimore *Sun* is to issue a Sunday edition, it may decide to rub its eyes and wake up to a realization of business conditions as they exist to-day. The *Sun* is a good paper, and profitable, but in the hands of an up-to-date business management its income can be doubled in a year without any loss of dignity or the adoption of any sensational methods. All that is wanted is a little twentieth century sense in the place of eighteenth century methods that were once so effective but now so out of place.

THE approaching centennial celebration of the Louisiana Purchase has suggested to the Treasury Bureau of Statistics the compilation of some data regarding the present condition and production of the territory included within that purchase. This statement, which will be published in the October number of the *Monthly Summary of Commerce and Finance*, shows that the land area of the Louisiana Purchase exceeds that of the original thirteen States, being 864,944 square miles, against a total land area of 820,944 square miles in the original thirteen States. The States and Territories which have been created in whole or in part from its area number fourteen, and their population in 1900 was 14,708,616, against a population of less than 100,000 in the territory at the time of its purchase. Their total area is nearly one-third that of the entire Union, and their population about one-fifth that of the entire United States. The number of newspapers and periodicals published in this area in 1890 was 4,759, and in 1900, 5,218; the number of postoffices in 1890, 12,919, and in 1900, 16,228; the miles of railway in operation in 1890 numbered 51,823, and in 1899, 59,324, or 31 per cent of the total railway mileage of the country.

No less than thirty-three country druggists visited the store of Reid, Yeomans & Cubit in Nassau street, New York City, within a few days after the appearance in *PRINTERS' INK* of the account of new ideas in the drug store line that might be seen in that enterprising establishment.

IN the eyes of the man who knows the latent resources of America, John Bull must cut a very grotesque figure in his ponderings over the *modus operandi* by which the United States has got hold of his trade. He must be almost as queer a figure as the pessimistic Yankee who is wondering whether our prosperity will last. The true inwardness of the whole business is that we are going to keep shop for the whole world.

ADVERTISING and merit are inseparable; not only must an advertised article have merit to be successful, but merit itself is of small avail unless made known. It is barely ninety years since men were losing small fortunes in an effort to introduce anthracite coal. A few blacksmiths in the Alleghany Mountains knew that the hard "stone coal," as it was called, could be burned, but people in Philadelphia, the likeliest market for the new product, could never succeed in getting the coals lit. Many barge loads of the stubborn stuff were sold, but no one could make use of his purchase, so soft coal remained in favor. After much money and time had been wasted thus a man who believed in advertising went to Philadelphia with a barge full of anthracite from his own mine, built fires in the common grates and stoves in public buildings and invited everybody to come round and learn how the trick was done. Furthermore, he distributed circulars explaining the process. "Put wood under the coals, light it and then leave the fire alone," was his motto, for folks had sought to make hard coal blaze like pine kindlings. As a result a few people began using the commodity and real merit got its reward—by advertising for it.

PEOPLE of ultra-artistic tastes have said some hard things about the useful halftone of late, and it is perhaps but simple justice that it should have new life and attraction infused into it by the simple ruse of printing it on colored backgrounds. The cover of November *Pearson's* shows how interesting it becomes when its commonplace tones are set off against warm ruby. Several of the piano store window cards displayed in New York this season have been treated in the same way, and have attracted far more attention than that somewhat primitive style of advertising usually gets. Variety is the spice of advertising as well as of life.

NEWSPAPER illustrations represent evolution, progress, enterprise. They have already created a new field of education. They have extended the use of the daily press as it never could have been otherwise.

People want pictures, printed pictures, illustrated articles, and when they get good pictures and find them cheap they would rather have them than the ordinary reading matter.

They are right about it. Life is short, and it is often possible to get a better idea of the subject treated by looking at pictures while reading an article than by asking a hundred questions of those who have visited the scenes. Then the absolute fidelity of the camera and the halftone print is a corroboration of an article none may dispute.

Another argument in favor of up-to-date journalism is that the normal mind never outgrows the love for pictures which is a characteristic of childhood. Children are always eager for pictures, even before they are able to comprehend their meaning.

An idea represented in a picture is better presented than in any other way, and interest in a descriptive article is almost invariably doubled by accompanying illustrations. Newspaper pictures are already a great power, and they are to play a more important part in the education of the reading public.—*Salt Lake Herald*.

Why You Should Read Printers' Ink.

PRINTERS' INK assists you to make more money in your business. It is instructive and thought stimulating. Teaching advertising from a utility standpoint and treating the most important questions of publicity in an able and impartial manner—it saves many a dollar by timely advice or suggestions. American advertising has risen to a national industry and PRINTERS' INK is its ablest exponent and promoter. It's important to you what others are doing and how they are doing it. PRINTERS' INK costs you only Five Dollars for fifty-two weekly numbers; it may give you suggestions worth thousands of dollars. That's what others have said many times. If you wish to become a regular reader of PRINTERS' INK fill out blank below and send it with Five Dollars to

Printers' Ink, 10 Spruce Street, New York.

PRINTERS' INK,

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., N. Y.

Gentlemen:—

Herewith please find ^{check} money order for Five Dollars (\$5) in payment for one year's subscription to *Printers' Ink* from issue of

_____ 19

to _____ 19

To be sent to the following address:

_____ 19
Write Name and Address plainly.

THE BEST TRADE PAPER.

In the matter of the PRINTERS' INK Sugar Bowl to be awarded to the best trade paper, the Little Schoolmaster finds himself in the position set forth by Nat Goodwin in one of his plays. Of wine, women and song he must give up something and after consideration he determined to give up song. Three papers are still under consideration—the *Inland Printer*, the *Iron Age* and *Power*. Two must be eliminated. From this on, if no new candidate presents stronger claims, it may be believed that either the *Iron Age* or the *Inland Printer* will receive the award.

EDITOR PRINTERS' INK:

I have watched with much interest the contest in PRINTERS' INK for the award of a Sugar Bowl to the best trade paper. But as an admirer of the *National Druggist* of St. Louis, I regret to see you have dropped that paper from further consideration. I do not think your reason for doing so is sound, and this letter is written with the hope that you will review your decision, and having read my argument, be convinced of your error, and restore the *National Druggist* to its former place in the contest. In your issue of October 16, you say: "The publishers of *Power* make their circulation known and the American Newspaper Directory credits the paper with an actual average circulation of 30,713 each issue. While the quantity of known circulation is not considered the only element in determining the service which a paper renders its constituency, it is nevertheless one of the factors. For this reason the *National Druggist* of St. Louis, with a known circulation of 7,516, is dropped from further consideration."

If I understand you correctly, the *National Druggist* has been dropped, and *Power* substituted in its place, because the latter's known circulation is larger than that of the former. This does not seem to be a fair test. It would be perfectly just as between two papers of the same class, but is not fair as between two publications of different classes. In a contest whose purpose you have declared was to "determine which paper renders its constituency the best service," and where quantity of circulation is considered, and in which all kinds of trade journals are entered, the only question should be: "What proportion does the known quantity of circulation of any particular journal bear to the whole number of possible subscribers in the class which it represents?" If this is a fair test, and I believe it is, let us see how the two journals mentioned above compare.

According to the druggists' directories, there are in the United States about 40,000 druggists. Among these are included a large number of cross-roads and general stores, which carry a

small lot of staple and patent medicines as a side line, but are not legitimate drug stores, and should not be considered as desirable, even if possible subscribers for a drug journal. Just how many of these there are, there is no means of knowing exactly, but in Dun's and Bradstreet's reports, there are only about 28,000 names listed as druggists, and these figures probably come pretty nearly to the actual number of legitimate drug stores in the country, and therefore, to the number of probable subscribers for a drug journal. The known circulation of the *National Druggist* is 7,516. Thus, it would appear, that that paper's circulation is equal to more than one-fourth of the whole number of stores which need, and which would be likely to subscribe for a journal of its class.

According to Mr. Emerson P. Harris, who made the argument which brought *Power* to your favorable attention, the field of that paper comprises all who are interested in the "generation and transmission of power for stationary purposes." "The paper goes to power users," says Mr. Harris. The number of possible subscribers to a paper of so wide a scope must reach into the hundreds of thousands. I shall not attempt to estimate them, but I do not hesitate to say that I believe there are in the State, if not the city of New York alone as many users of power for stationary purposes, as the journal of that name has circulation. So it can be seen that the *National Druggist* covers more nearly its field than does the other paper, and, other things being equal, meets your requirements, in that it "renders its constituency the best service," and "best serves its purpose as a medium for communicating with a special class."

So much for the quantity of the circulation of the *National Druggist*. As regards its quality, so excellent an authority as the American Newspaper Directory, in its issue of September, 1901, says of the *National Druggist*: "Advertisers value this paper more for the class and quality of its circulation, than for the mere number of copies printed." The reasons which make advertisers regard the quality of the circulation of the *National Druggist* as of the best, are not far to seek. They all admire its bold and outspoken editorial policy. They recognize the good work it has done in fighting substitution, and in endeavoring to inculcate among druggists, a greater degree of respect for proprietary and trade-mark rights. They know that when the present owner of the *National Druggist* bought it, all the drug journals made a practice of furnishing their subscribers with what purported to be formulae for the imitation of popular proprietaries. They also know that the publication of these fake formulae was often accompanied with assaults on proprietary and trade-mark rights. They know that the *National Druggist* has denounced these practices so strongly and so resolutely, that today all of the drug journals have abandoned their former policies. Advertisers know that credit is due the *National Druggist* for this revolution in the policies of drug journalism, and believe

that a paper conducted so ably, and guided by such high principles must reach the best class of the trade to which it caters. Again, advertisers and all others familiar with the *National Druggist*, recognize the superiority of its technical information over that of any other journal in its class.

Again, in every issue is published a complete and reliable druggists' price list. This list comprises nearly everything the druggist buys, including patent medicines. It is the only independent and complete price list of drugs sent out monthly to the drug trade in the United States. Advertisers are aware of this, and they know that though some druggists may not value the paper on account of its excellent technical information, all of them want to know how to buy to the best advantage, and that the price list in the *National Druggist* will, therefore, cause that journal to be preserved from month to month, and that since it is referred to constantly, the ads in it are necessarily oftener seen than those in other trade journals, which have no such feature to compel their subscribers to preserve them, and consult them frequently.

Again, advertisers all appreciate the handsome appearance of the *National Druggist*. It is more attractively gotten up than any other of its class, and than any which have competed with it in this contest, except *Inland Printer*, and that paper should not be compared with the *National Druggist* in this respect, since it is more of an art journal, more a specimen of fine printing, than a trade journal.

In your issue of February 20, 1901, you say that the Sugar Bowl will be awarded "to the best trade paper, the one that, taken all in all, best serves its purpose as a medium for communicating with a specified class." I believe the *National Druggist* comes nearer to your requirements than any other paper in competition with it, and I trust you will hear my argument on appeal, and reverse your decision, and restore the *National Druggist* to its former place, even if in the end it should not win the distinction as the best trade journal, and get the Sugar Bowl.

L. M. HEILBRUN.

POTTER BUILDING,
NEW YORK, Oct. 30, 1901.

My Dear Mr. Rowell:

You and I have known each other "quite some" years. I think I first met you in '63. Naturally we were both quite young men then; but it was your prompt business methods then, in the small dealings I had with you about that time, and your terse way of putting things, which caused me to seek your acquaintance. And it was, five years later, your business success and aggressive ways ("aggressive" is the word—coupled with enthusiasm and good judgment it is the secret of every success) which sent me to California in '68, and changed the whole course and tenor of my life, and that of numbers of others I now recall who followed my lead. So you see, quite unknown to you, I took practical lessons from the master in the art long before the "Little Schoolmaster" was born.

I am led into this reminiscence by

reading about the Trade Paper Sugar Bowl in *PRINTERS' INK*, for I notice you have dropped *Iron Age* from the eligibles as the best trade paper, because it does not state for publication its circulation.

I do not know which is the best American trade paper; but I know this, that in 1868 (thirty-three years ago) I was connected with a large machinery and hardware house in San Francisco, and that I then spent much of my time in scanning the advertisements in *Iron Age* (this same *Iron Age*) and in corresponding with such advertisers with a view of securing new business connections. I remember now distinctly of writing to the resident New York partner in '72, when he opened an office there to represent the house, telling him to subscribe for the *Iron Age*, and keep the current issue always on his desk, as he would find it (especially its advertisements) of great value. I travelled a great deal over the Pacific coast, from Puget Sound to Mexico, in the seventies and eighties, and I never went into the office of a hardware or iron or machinery house, foundry or machine shop of any pretensions that I did not find a file of *Iron Age*, or the current number hanging up. In later years I have travelled through the cities of the Middle West and East, and I have found the *Iron Age* the same authority in the hardware counting room.

Surely a trade paper of such standing cannot be ignored, whatever its rule as to circulation statements—any more than can the *New York Herald* or *New York Sun*, as great daily newspapers. Very truly yours,

J. F. PLACE.

P.S.—I beg to add that I regret that I do not know the publisher of *Iron Age*, nor any person connected therewith.

ILLUSTRATED WANT AD.



"WANTED—POSITION AS FLOORWALKER;
HAVE HAD EXPERIENCE."

BERLIN LETTER.

Advertising in the capital of Germany as an art is still in its embryonic stage. To preserve the artistic and clean appearance for which Berlin serves as a model throughout Europe the municipal laws prohibit the placarding of walls or free spaces. The daily newspapers and weekly trade journals jam advertisements into irregular columns without regard to effect or display. Here and there is an attempt to imitate the witticisms and devices employed by advertising illustrators and writers in the United States. But the imitation is weak, to say the least. To all appearances there is little mutual understanding between the advertising managers of the daily press here and the regular advertising clientele. On the other hand the art of advertising has not reached that stage of remuneration and dignity which places it on the same plane as a profession. The Germans are, moreover, a conservative people, and extravagant advertising brings little fruit.

But it must not be inferred from this prelude that advertising is an altogether neglected art or auxiliary to business development in this city. The upper casings of the interior of the street cars operated by the Grosse Berliner Strassenbahn testify that the larger and more enterprising concerns have found advertising profitable. But here again it is American enterprise which led the way. Ex-Consul Kreisman, formerly of Chicago, is the practical founder of the electric street railway system and as an enterprising American he also conceived the idea of establishing a branch bureau to use the street cars for advertising.

A review of the advertising columns of the Berlin daily papers also reveals the electrifying presence of American enterprise. Friedrich and Leipziger strasse, the two great business streets of the capital city, are plentifully sprinkled with American shoe, phonograph, cash register, office fixture, typewriter and many other firms offering American goods. The American flag is seen in show

windows at every few steps. The large crowds which are attracted by these show window displays pay another tribute to the superior talent of American firms in exhibiting their wares in the most attractive manner. It is likewise true that the average native has been made to believe that the United States is the wonderland of all nations, a magical box from which all kinds of ingenious devices leap forth. Consequently any article with the American stamp is the object of immediate attention. For example, an American firm opened a shop here two weeks ago in the Equitable Life Insurance Company Building, exhibiting a duplicate typewriter. An operator in the window, deftly reeling off page after page of manifolded sheets, was watched by a dense crowd which blocked the pavement. With true American enterprise the agent placed ads in the leading journals, describing the merits of the machine in clear, straightforward language, and to attract attention flanked each advertisement with a photographic reproduction of the crowds watching the operator seated in the window. This plan was not altogether original but served its purpose. A large phonographic company of the United States made a successful bid for public patronage by placing an operator within plain view of passersby, transferring from a phonograph, attached by means of ear tubes, dictation direct upon the typewriter. At first this was labeled as "a Yankee notion," the manager tells me. But presently business men came into the shop and to-day the phonograph is being extensively used in large establishments for business purposes.

There are several large incorporated advertising firms in Berlin besides a number of international agencies. These employ a considerable staff. But it is only within recent years that large business establishments have set aside certain appropriations for advertising. The Berlin of ten years ago was provincial as contrasted with the Berlin of to-day. Since then large emporiums of trade,

department stores and huge concerns have come into existence. Save for the characteristic scenes and architectural type the American visitor sauntering down Leipziger strasse might with ease and without taxing his imagination believe himself on a great mercantile thoroughfare in New York.

Strange as may seem, Berlin easily outstrips London in the modern aspects of its business streets. There is a new law which limits the hour at which shops must close to nine o'clock evenings. At six or seven o'clock when the throngs surge homeward and stores close in New York the principal business streets here present an air of activity which continues until nine o'clock. The streets are as light as midday with ingenious electrical displays. In fact, Leipziger and Friedrich strasse present an appearance as livid with the glare of countless incandescents as upper Broadway. The handsome show windows are brilliantly illuminated and wares arranged in a tasteful manner.

Foreign travelers who have not visited Berlin within the last five years marvel at the transformation which has taken place. It is a modern city and truly metropolitan in every respect. The advent of American firms and wares has contributed not a little to this change. But American firms, almost without exception, complain that they must battle with strong national prejudices and imitators. As an illustration: An American shoe firm established retail stores in the most prominent streets. There was an immediate "run" for the American shoe, and German shoe firms viewed with alarm the growing influx of the American shoe trade. Side by side with the uncouth, rough finished German shoe the graceful American article took Berlin by storm, especially the tan shoe. But the German shoe manufacturer did not waste much time in growling at the American intruder. He sent his representatives to the United States. He equipped himself with models of the American shoe and to-day produces shoes of equally fine workmanship, al-

though he is still unable to compete in price with the American firms. Similarly German firms have copied American typewriters, photographic implements and indeed every American article which has been a success here. With excellent technical skill at their command and the prejudice of the German consuming public in their favor, the German firms have not remained in the rear. Unlike English manufacturers who resist all innovations with blind pride and cling to primitive methods, the German manufacturer readily assimilates new ideas and methods, regardless of where they come from. German factories, machine shops, locomotive works and textile establishments all bear witness to the fact that the German is willing, nay, eager, to accept approved American models and make them his own.

The superfine illustrative and decorative work which is produced by German publishing and printing establishments prove that if advertising is not a highly developed art it is due rather to neglect than a want of talent. The German mind is not trained to take initiative and new ideas, especially in expanding business, do not come with that ease which characterizes Americans. That it is neglected and undeveloped is indisputable, for the isolated efforts of the large emporiums and mercantile establishments have already paved the way. The great department stores and big furnishing and dry goods establishments are good advertisers and pay a pretty big sum annually for this purpose. But the provincial character of Berlin daily newspapers is an obstacle. The print is irregular and shows every indication of clumsy typography and form making. The quality of the paper is such as to make artistic advertising impossible in the daily press. Until Berlin newspapers throw off the hypnotic spell and turn out good metropolitan newspapers, in typographical makeup, at least, the advertiser labors under a severe handicap.

Advertising in Germany as an art is still in its infancy. The

lithographic art is utterly discouraged by the municipal laws against posters or placards. The municipal government draws a small revenue from a concession granted to a Berlin firm, which has placed so-called Saulen, or painted, glass covered columns at prominent intersections, but aside from this there is no opportunity to make displays save in the street cars and omnibuses. The weekly periodicals, such as the *Woche*, *Écho* and the humorous papers exhibit the art of advertising in its best form. But there is no temptation to peruse the advertising pages or the attraction which characterizes the American standard magazines. In the daily press some of the much heralded successful advertising knacks of Americans have found their way into the columns but these are poor imitations which suffer in the translation.

AMERICAN VISITOR.

THE "EAGLE" CELEBRATES.

This is a season of birthday festivals for New York newspapers. The *Times* completed its half century in September, the *Post* will round out a full century on November 16, while the *Brooklyn Eagle* takes occasion to come in with a special number dated October 26, celebrating its sixtieth anniversary.

The *Eagle*, however, takes no pride in being referred to as a "New York newspaper," except as the term identifies it with the Empire State. Since its founding in 1841 it has been closely identified with the life and enterprise and progress of Brooklyn, and it sounded a decided protest against making the young city a borough of Greater New York.

The founder of the *Eagle* was Isaac Van Anden, a young man who came to Brooklyn in 1836 and set up in the printing business when the city was but two years old. The *Eagle* was launched as a campaign organ by some prominent Democrats on October 26, 1841, and after it had brought victory to the party its sponsors were for stopping publication. But Mr. Van Anden, who had failed of establishing *The Brooklyn Daily News* on a firm footing in 1840, believed that the journal could be developed. For less than a thousand dollars he bought the interests of the stockholders, and in 1842 it passed into his control. By hard work and wise management he put it on a paying basis and laid the foundation for the fine newspaper property that is the *Brooklyn Eagle* to-day.

After that—well, the *Eagle* ran along, evenly prosperous, seemingly. Its life-story is well told in a souvenir supplement that was issued with the anniversary number. William Hester,

who has been with the paper fifty years, and who has run the gamut from composing-room to president's office, tells of early days in the journal's career. There are pictures of the various staffs of workers, of the places where they work, pictures and descriptions of the first reporter, the first subscriber, the first copy and other things of interest, as well as a junior souvenir edition gotten out by the drivers, carriers and apprentices of the paper.

ONE DAY SALES.

One form of advertising general stores greatly neglected by the average merchant is that of giving special one day sales. One of the best successes I've known is that of a store that makes special sales a prominent feature of its business. Every season when the buyers of this store go to market, they buy up odds and ends in job lots, regardless of their purchases for regular stock. These job lots are put upstairs out of the way and are not shown to the public until they are seen in the window with a card announcing that on a certain morning these goods will be placed on sale at a certain price. These sales are well advertised in the daily papers, and it's a rare circumstance when a large crowd of women fail to respond. There is a liberal profit in the majority of these job lots although some are sold at actual cost. This firm usually holds two of these special sales each week and the women of that town watch for the announcements as faithfully as they do for any other news. It took several years for this firm to work up this special sale feature to its present success, and it is safe to say that this success is based on the fact that they have worked very hard to hold the confidence of the people. In no case has the quality or the worth of the goods offered been misrepresented, and the firm refunds the money to all dissatisfied customers. In arranging and selecting the goods for these window sales each week this firm does not take into consideration the cost of the goods, but instead "what price will sell them and make a noise?"

—Chicago Dry Goods Reporter.

WHAT PUBLISHERS ASSERT.



"OUR CIRCULATION INCREASES EVERY TIME WE GO TO PRESS."

Large Contracts for Advertising in American Newspapers are Generally placed by us on the following plan :

FIRST.—You tell us what advertising you wish to do. A copy of the advertisement to be used and a list of the papers in which it is to be inserted is a preliminary requisite to the above. And these are prepared either

By You, }
By Us, } or by You and Us together.

whichever seems the best and most satisfactory at the time.

SECOND.—The advertisement and the papers being determined upon, we carry out against each paper the sum which we propose to offer the paper for the service required. The list of papers, with prices attached, is called an "estimate."

THIRD.—You now look the estimate over, with a view of making a revision of it if any change is thought best. If you have at any time used one of the papers at a lower price, you say so, indicating the price. If the price we name is in any case more than you think the paper worth, you cut it down to the price you are willing to pay. You only do this when you prefer to omit the paper unless it is secured at your own price. In fact if you really have any knowledge which leads you to think that our price is higher than it ought to be, say so, and let us use your knowledge for your own advantage; but if you have no such knowledge then don't pretend to have, for our prices are not made with a view of inducing you to pay all you will; but actually to get the advertising for you at the lowest price possible.

FOURTH.—The estimate having passed your revision, we forward the orders to the papers, offering the prices decided upon in the revised estimate.

FIFTH.—We finally submit a memorandum of the advertising secured, accompanied with the letters from the papers that we have failed to contract with, if there be any such, and unless you furnish us with further instructions the order then stands closed. On each of the letters we make notes, expressing our views of the arguments of the publisher—also suggest what paper, if any, could be substituted, and the price. You look these over, and if you decide to do anything with them you note your instructions on the same sheet before returning to us, and your memoranda becomes our authority for any further action taken. For the papers in which your advertisements does not appear, you do not pay anything.

ADDENDA.—In placing an advertisement in a paper which has a uniform rate of charge—never deviated from—our price to the advertiser is the same as the publisher's price would be for the same service; but the number of papers which do not at times deviate from schedule rates is small. We conduct our business in such a way that every publisher is glad to receive our orders at the lowest price which he is willing to accept from any one; and at the same time is willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING AGENTS,
10 Spruce St., New York.

TO YEARLY ADVERTISERS IN STATE AND COUNTY NEWSPAPERS.

Plan for placing contracts to cover a State or a section of country.

Yearly advertisements are commonly accepted, even by papers of established circulation and influence, at prices which exhibit a very great deviation from schedule rates; the publisher's reasoning being based upon the fact that his columns at the time contain less than the proper proportion of advertising, thereby compelling him to put more reading matter in type than his readers have a right to expect. The proposed advertisement, to stand from week to week, or printed from electrotypes furnished by the advertiser, saves the expense of type setting; and a consideration for this saving may be added, as a make-weight, to the moderate cash compensation offered.

The price at which a newspaper will accept an advertisement may be influenced by many circumstances, among which may be enumerated: the character of the advertisement; the looks of it when printed in the paper; the position demanded for it; and the certainty with which the publisher may count upon receiving the stipulated price when it becomes due. This variation of price, according to circumstances, is particularly to be observed in dealing with papers issued in county towns and in cities of less than one hundred thousand population. It will be prudent, therefore, for the advertiser to ascertain what are the conditions most favorable to securing the advertising space he requires at the lowest price, and to avail himself of those conditions.

Newspaper publishers are naturally inclined to deal on the most favorable terms with those with whom they have had previous satisfactory transactions; consequently an advertising agency with a long-established connection will secure a large number of acceptances, from a better class of papers, for a yearly contract, offered at a price which is really low, than would be possible with another agency having a credit less firmly established, or with whose methods of business publishers are less familiar, or less favorably impressed.

When an advertisement is offered to a publisher at a price which he thinks not as much as he ought to receive, the chances of having the order accepted are much influenced by the probability or improbability that the advertiser must use his paper; consequently it is never wise for an advertiser to take any steps which shall lead the publisher to be in expectation of receiving the order. It always costs more to secure the insertion of an advertisement which has been talked about than it does to place another of same space and conditions, about which nothing has previously been heard.

A consideration of the facts here set forth makes it plain that the most satisfactory way of placing the advertising of a customer who will make his contracts by the year is upon a plan which recognizes the conditions which are found to exist.

ILLUSTRATION.

A. B. wishes to advertise thoroughly in (for example) the State of Ohio for the period of one year. He knows that the circulation of the county papers is almost exclusively within the State, while the great weeklies of Cincinnati, Cleveland and Toledo, as well as the religious and agricultural journals, have a considerable portion of their readers in other States. A. B. must, therefore, use the county weeklies and the daily papers issued in the cities.

There are over a thousand newspapers in the State of Ohio. Nearly one hundred are issued in Cincinnati. Cleveland has more than half as many, and in each of several places of smaller importance there are issued from two to twenty-five. Now, A. B. is likely to be of the opinion that he need use no more than two or three papers in the largest places, and that in others one, if

good, will answer his purpose. The amount of money which he intends spending for advertising in Ohio he has fixed in his mind at (let us say) \$7,500. He believes that sum to be sufficient, as his advertisement occupies no more than five inches of space, and is to have but four changes in the year.

If A. B. applied to us to place his advertising in the papers of Ohio we should proceed upon the theory that each and every paper issued there can be of service to him if secured at a low enough price. We should, therefore, suggest offering the advertisement to nearly all of them at a very low price. It is hardly possible to name a price for an advertisement so low that some publishers will not be found to accept it. In a dull time it is surprising to what an extent first-rate papers will sacrifice their schedule rates. First offers should be so low that every acceptance will be a bargain. Those publishers who decline, write and name the price at which they will do the work, and these communications are finally considered in connection with the acceptances. New proposals are finally issued to papers which are still needed to cover the territory as thoroughly as is advisable. The advertiser must not lose sight of the fact that, after all, the best bargains are likely to be the papers to which the highest prices are paid; but the method here outlined prevents paying any paper more than its probable worth.

If A. B. is well acquainted with Ohio papers there is no objection to exhibiting to him the prices which are to be offered, nor to reducing the price in any case that he considers dear at the figure named. If there is a paper which he has a reason for declining to use at any price it can be stricken from the list. Generally, however, an advertiser does not have a very clear idea of the value of a particular paper and must trust to the good faith of the agent to serve him honestly and with good judgment.

When most of the advertising has been placed there will perhaps be some paper which A. B., for some special reason, wishes to secure, even at a price above its comparative worth. In such a case he has an opportunity to express his desire at the time when he examines a statement of what papers have been secured and what still remain to be bargained for.

The advertiser who would make money must avail himself of conditions which exist. No advertiser uses all papers; there are too many of them. In some places where two weeklies have been secured, with an average issue of a thousand copies each, for about \$10 apiece, he must be content to do without a third paper in the same place which insists upon being paid \$25 for a circulation of possibly fifteen hundred copies.

When as many papers as are desired have been contracted for, or as can be procured without exceeding the limit fixed for the expenditure, a final statement of what has been done is furnished to A. B., and upon this statement his monthly, weekly or quarterly payments are based. At the end of the year he is entitled to an accounting, and an allowance is credited for whatever is found proper to make good omissions, suspensions or other deficiencies of which on a yearly order there are likely to be some.

It will be perceived that it is not our policy to be placed in a position where we are obliged to contract with a newspaper whose rates or conditions do not appear to be favorable.

Our position, on this point, is known to publishers and secures for us advantages so important that we cannot consent to depart from it. The knowledge of the ground upon which we stand leads publishers who have varying rates to hesitate about refusing an offer from our house, and to consider the liability that the order may not be returned if rejected at the price first offered. They know that when the work is done the pay is prompt and certain.

When placing an advertisement in a newspaper which never deviates, we demand and receive the full schedule rates. The publisher of such a paper protects us and assures us a commission upon our transactions. Being thus protected we refrain from stepping in between the paper and an advertiser who deals with it direct.

GEO. P. ROWELL & CO.,

Newspaper Advertising Agents,

10 Spruce St., New York.

IN PORTSMOUTH, OHIO.

The September issue of the American Newspaper Directory for 1901 disposes of Portsmouth and its newspapers as follows:

PORTSMOUTH, C. H., Scioto Co. ☐ 17,570† pop., on Baltimore & Ohio South-western, Cincinnati, Portsmouth & Virginia and Norfolk & Western Rds., Ohio canal and Ohio r., 115 m. above Cincinnati. Shoe, wood, fire-brick, steel and iron manufacturing and car works.

BLADE, every evening except Sunday, and **SEMI-WEEKLY**, Wednesdays and Saturdays; republican; eight pages 17x22; subscription—daily \$3, semi-weekly \$1; established—daily 1886, semi-weekly 1878; Chas. E. Hard, editor and publisher. Circulation—daily "JKL" semi-weekly "JKL." In 1897, Z. In 1900, Z.

TIMES, every morning except Sunday, and **WEEKLY**, Saturdays; democratic; daily four, weekly eight pages 20x26; subscription—daily \$3, weekly \$1; established—daily 1894, weekly 1861; V. Harold, editor; The Times Publishing Co., publishers. Circulation—daily "JKL" weekly "JKL."

CORRESPONDENT, Fridays; German; independent; twelve pages 15x22; subscription \$2; established 1835; Louis F. Korth, editor and publisher. Circulation "JKL." In 1897, Z. In 1900, Z (3, 5).

PRESS, Saturdays; democratic; eight pages 15x22; subscription \$1; established 1899; R. H. Stevenson, editor; H. F. Thompson, publisher.

Circulation: In 1896, "JKL." In 1897, Z. In 1898, Z. In 1899, Z. In 1900, "JKL." (††)

TRIBUNE, Wednesdays; democratic; eight pages 15x22; subscription \$1; established 1886; R. H. Stevenson, editor; H. J. Thomas, publisher. Circulation "JKL."

VALLEY SENTINEL, Wednesdays; democratic; four pages 20x26; subscription 50 cents; established 1896; V. Harold, editor; The Times Publishing Company, publishers. Circulation "JKL."

Reference to the key to circulation ratings reveals the following facts:

J K L rating indicates that the average issue of the paper is not supposed to exceed a thousand copies, which is the advertiser's unit of value.

Letter ratings are given only to papers that will not or do not furnish information upon which an exact and definite rating may be based.

The **Z** rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records.

The **Z** rating is never applied until after the attention of the publisher has been directed to the insufficiency of the report he has furnished and full information given how the fault might be remedied.

The numbers 3 and 5 following a **Z** rating indicate that the report failed to convey the necessary information, and failed to specify the time covered by the report.

(††) This publication is "a kicker"—unfriendly to the objects of the Newspaper Directory, and gives little information.

A careful examination of the Directory ratings shows that the *Blade*, *Correspondent* and *Press* have been better at sending in circulation claims than they have been for verifying them when at-

tention had been called to loop holes. The †† marks applied to the *Press* indicate that the publisher not only failed to close up a loop hole but got mad about it, or seemed to have done so; for in July, 1900, one Carl Huber wrote from the office of the *Press*:

Both papers, *Press* and *Correspondent*, were owned and published by the undersigned. The *Press* has more than twice the circulation (which I ought to know), yet they appear alike in your imperfect Directory. Put down what you d— please.

(Signed) CARL HUBER, Publisher.

It will be observed that Mr. Huber gave no definite information as to the number of copies printed by either the *Press* or *Correspondent*. As neither of the papers gets credit for issuing in excess of a thousand copies, and as many a local paper makes a living for its publisher on a subscription list of less than two hundred, it is within the range of probability that all Mr. Huber said may have been true.

The *Sentinel*, *Tribune* and *Times* had paid no attention in seven years to the Directory inquiries for information and a circulation report.

But now the *Times* wakes up and takes the matter in hand, writing a letter as follows:

PORTSMOUTH, Ohio, September 25, 1901.
Geo. P. Rowell & Co., New York, N. Y.:

DEAR SIRS—In your last circular concerning the American Newspaper Directory I find this paragraph:

When a publisher is unable to give the actual figures for each issue of his paper for a year, but claims a higher rating than has been given in the Directory, if his assertion covers a period of an entire year, and is authenticated by date and signature, it secures a rating according to the facts stated in his report; provided he plainly states that no edition during the past year was less than (a specified number of) complete and perfect copies.

If this be the basis of your rating, will you please explain to me how it comes that in the last issue of your directory you put the *Times* in the "JKL" class?

I have sent you time and time again the inclosed affidavit marked "A" which declares the *Times* has had for one full year preceding its date a circulation exceeding 2,000 complete copies a day, and it seems to me it fully meets the requirement of a rule you profess to set down or fix for your own guidance.

Now here is a question. Do you think it right simply because by accident or indifference a newspaper fails to comply with your rules that it should be penalized therefor? Professedly your one purpose is to give the correct circulation of newspapers. Is it not just as much wrong on your part to give the circulation of a newspaper far below what it is as for the newspaper to give it far above? You see the *Times* every day, for it goes to your office and you advertise in it. Your general knowledge ought to tell you that no paper in a town of 18,000 can carry year in and out

an average of 20 columns of local news a day and more than that amount of local advertising and not have a circulation exceeding 1,000. The thing is not only incredible but it is impossible when you consider or know there is only one other daily in the city and that commonly admitted not to be so good. I understand full well if you went to merely guessing at circulations you would shoot often wide of the mark, but it does seem to me you work an injustice when you put a paper below the unit of value simply because it does not comply with a rule set by you. I agree every newspaper should give its circulation; it even seems necessary it should swear to it, though I deprecate the fact, but justice and right ought always to override a rule no matter by whom made.

I do not mean to be offensive, I simply present the other side of the case from the newspaper publisher's standpoint. You may have good and sufficient reason for your policy. I would be glad to hear what you have to offer anyway.

I inclose you copy of affidavit showing our net circulation, and by that I mean the actual, separate and distinct copies of the paper, to be over 2,100 a day. We print 2,300 copies daily, but have to allow a margin for spoiled and file copies, with a few extras and office sales. We keep just as close as possible, however, to the actual number of papers needed. We do not believe in wasting paper at \$2.25 a hundred.

I trust this showing, in both affidavits, will at least be sufficient to remove us from the offensive J K L class. Yours respectfully,

VALLER HAROLD,

Manager and Editor Portsmouth (O.) Times.

Note the warmth of the assertion that Exhibit "A" declares that the Times had for a full year "preceding its date" a circulation exceeding 2,000 copies a day. Exhibit "A" is here reproduced:

AFFIDAVIT OF CIRCULATION.

George M. Taylor, on his oath being first duly sworn, states, that he has been the circulation manager of The Portsmouth Daily Times since the 1st of May, 1899; that the circulation of the said Portsmouth Daily Times for each and every day of publication for one full year past has been over two thousand (2,000) complete copies; that there are no street sales of said paper; that more than seventeen hundred (1,700) copies of said paper are delivered daily by carriers direct from the office of publication to homes and subscribers in the city of Portsmouth. GEORGE M. TAYLOR.

STATE OF OHIO,
County of Scioto.

Personally appeared before me George M. Taylor, who is known to me to be the circulation manager of the Portsmouth Daily Times, and makes oath, that the facts set forth in the above affidavit of circulation are true.

In witness whereof I have hereunto set my hand and official seal.

[L. S.] OSCAR W. NEWMAN,
Notary Public, Scioto County, Ohio.

A careful examination of Exhibit A will fail to discover any date. It might have been issued May 2, 1899, and held to ripen for future indefinite use. Notwithstanding Mr. Harold's assertion otherwise, this was the first copy of Exhibit A ever sent to the Directory editor.

Exhibit B bore date and the il-

legible signature of somebody designated as "Distributor of Circulation." It was worth something, however, in connection with Exhibit A, for it was sent out from the office of the paper, identified by the letter from the known editor, and showed the issue of the paper for six months of 1901 to have exceeded 2,000 copies every issue.

EXHIBIT B.

The circulation of the Portsmouth Daily Times, excluding all office sales, copies to employees, sample and unused papers, for the first six months of 1901, was as follows:

Day	Jan.	Feb.	Mar.	Apr.	May	June
1.....	2155	2116	2107	2114	2111	
2.....	2113	2126	2116	2097	2090	
3.....	2108			2099	2100	2104
4.....	2106	2154	2115	2101	2097	2101
5.....	2100	2155	2116	2103		2104
6.....		2154	2117	2103	2097	2106
7.....	2105	2150	2121		2103	2111
8.....	2103	2155	2127	2109	2110	2119
9.....	2106	2127	2120	2113	2115	
10.....	2113			2119	2106	2117
11.....	2122	2140	2118	2127	2126	2119
12.....	2132	2133	2117	2125		2121
13.....		2132	2120	2100	2124	2123
14.....	2130	2122	2115		2117	2121
15.....	2129	2122	2107	2099	2101	2121
16.....	2136	2116	2106	2101	2123	
17.....	2130			2104	2123	2117
18.....	2141	2115	2098	2123	2123	2118
19.....	2133	2128	2109	2111		2121
20.....		2112	2114	2106	2106	2125
21.....	2140	2115	2117		2107	2126
22.....	2123	2115	2122	2106	2106	2129
23.....	2125	2109	2121	2115	2111	
24.....	2145			2117	2096	2115
25.....	2147	2118	2116	2119	2121	2118
26.....	2149	2106	2130	2119		2125
27.....		2113	2134	2120	2091	2126
28.....	2146	2115	2123		2093	2124
29.....	2153		2125	2114	2093	2125
30.....	2154		2119	2114	2095	
31.....	2156				2097	
Total for month.....	55321	51129	55055	54863	57109	55944

The least number of papers, delivered by carriers to regular subscribers in the city of Portsmouth, during this period, was 1,885, and the greatest 1,940. H. O. NEWMAN,

Distributor of Circulation.

Subscribed and sworn to before me, Oscar W. Newman, a Notary Public within and for Scioto County, this 1st day of August, 1901.

[L. S.] OSCAR W. NEWMAN,
Notary Public, Scioto County, Ohio.

In reply the following letter was sent:

NEW YORK, October 1, 1901.

Publisher of Times, Portsmouth, Ohio:

We are in receipt of your favor of the 25th inst. inclosing Exhibits A and B and calling our attention to the fact that your circulation affidavit, marked Exhibit A, fully complies with the requirements of the Directory. Speaking of this particular Exhibit A, we beg to call your attention to the fact that it bears no date. Were it duly dated and signed by the publisher it would be all that is required for an accurate rating in the American Newspaper Directory. We trust that you will send us another copy duly dated and signed.

Now to your question as to whether we think it right that simply because by accident or indifference a newspaper fails to comply with our rules its circulation should be underrated in the Directory, we would answer no. The Directory never knowingly underrates a paper. Whenever we have correct information from the publisher we rate the paper accordingly. But we do not see how a paper

that does not furnish the requisite information can complain if its rating is not accurate. He, the publisher, is the one who knows the facts. No one outside of his publication office is as competent as he is to give the information. But when this information is not forthcoming the Directory has to look to other sources for the basis of an estimate. Of course an estimate cannot always be accurate. The surest and safest way for a publisher to have an accurate rating in the Directory is to furnish the necessary information for that purpose.

GEO. P. ROWELL & Co.,

Pubs. American Newspaper Directory.

To this the *Times* makes answer as follows:

PORTSMOUTH, Ohio, October 12, 1901.

GEO. P. ROWELL & Co., New York, N. Y.:

DEAR SIRS—It seems to me you are not inclined to meet squarely and honestly the point raised by me in your rating of this paper. I do not raise the issue that it is not accurately rated, but that it is flagrantly misrated. Of course, if you are not supplied with accurate information you cannot rate correctly, but you can be fair and decent if you want to be. You have put the *Daily Times* in the "J K L" class—that is, if I understand it aright, you say the *Times* has less than a thousand circulation. You make pretence that, where the publisher does not supply you information regarding his circulation, you gather the circulation extent elsewhere. I undertake to say there is not a living soul that would tell you the *Times* has less than a thousand circulation; I further undertake to say all the information you have on this subject came to you from the affidavit furnished you by this office. That affidavit may not have fully met requirements set by you, but it is amply sufficient to show any reasonable and just person that the *Times* has a circulation in excess of one thousand, not below that.

As I said in my first letter, you have a right to adopt such rules as you choose, before you give credit to a paper for all the circulation it claims, but you have no right to penalize a paper because it does not comply with those rules. Ostensibly the purpose of your paper, or rather your Directory, is to give the correct circulation of papers—not to give what publishers thereof claim. If you wilfully understate the circulation of my paper, is not that just as much lying as if I overstate it?

I may say, that until you called my attention to it I had not noticed the affidavit showing the circulation of the *Times* was over two thousand complete copies daily, was not signed. Yet that affidavit does show on its face that it was made after May, 1889. It was sent you in 1890. As a matter of fact, it was made, if I recollect correctly, just a bit over a year ago. So I hold it was amply sufficient to lift the *Times* out of the "J K L" class, especially as you had no other information on the subject upon which it bore, and general conditions would tell you it could not have so little as you rate it. Yours respectfully,

VALLER HAROLD.

The reader will note that Mr. Harold asserts that the *Times* is credited with less than a thousand circulation, while the rating given is not that, but *not exceeding* a thousand. There is a difference.

Mr. Harold thinks the faulty affidavit sufficient to secure for his paper a circulation rating above a thousand, and it is so; but the af-

fidavit, faulty as it is, was never sent to the Directory office until after the last issue of the Directory had appeared.

This correspondence is the first sign of interest Mr. Harold has exhibited in his Directory rating in seven years.

Mr. Harold's slipshod methods are further illustrated in his letter. He says the affidavit was made in 1889 and sent to the Directory in 1890, while what he means to say is that it was made in 1899 and sent in 1900.

Mr. Harold may be an honest man; probably he is so. But men who are not honest do sometimes try to impose false circulation claims on the Directory. It behooves those who are honest to be also painstaking and exact in their methods of conveying information for the Directory.

In the next issue of the Directory the Portsmouth *Times* will have an "I" rating, which means exceeding a thousand copies. If Mr. Harold would send a detailed report covering a full year, he would doubtless get credit for an average circulation of perhaps 1,950 or thereabouts, which would be much more satisfactory to an advertiser, and much more likely to bring business to the *Times*. The next letter rating accorded by the Directory is "H," the meaning of which is exceeding 2,250. That rating is, therefore, out of Mr. Harold's reach at present. Users of the Directory are generally careful to observe that letter ratings are never given save to papers that will not furnish information upon which an exact and definite rating may be based.

All this space in PRINTERS' INK is used, not for the purpose of convincing Mr. Harold, of Portsmouth, but because there are hundreds of other towns where conditions are similar, and thousands of other men who blame the Directory for their own shortcomings. Some of these may learn a lesson by reading about the case of the Portsmouth *Times*.

FREQUENTLY there's a great distinction between a low rate and a cheap rate.

FOR BUSINESS REASONS ONLY.

The publishers of the American Newspaper Directory take great pride in the excellence of their publication and solicit advertisements for it from leading newspapers on the theory that it gives a service that is valuable. An occasional publisher of a newspaper sends an advertisement for the Directory on the same ground that some storekeepers place a card in the local newspaper, not because it is thought that it will do any good, but because the merchant hates to say no. Advertising placed on such a ground is never done in an earnest way, and, as a consequence, is never profitable. Below are three communications from publishers going to illustrate the point:

FARGO, N. D., Oct. 22, 1901.

I have now for nearly twenty years been in the newspaper business, but up to the present writing have not had an inch of advertising matter from your company. You have, however, never failed to ask me for an ad for your Directory at the rate of about six times per year. When you will take my paper into consideration when placing your patrons' advertising matter, I shall be more than pleased to reciprocate.

H. J. KOPPERDAHL,
Business Mgr. *Fargo Posten*,
A Norwegian Weekly Newspaper.

ALBANY, N. Y., Oct. 25, 1901.

We are placing ads with the different newspaper directory publishers on the following basis only: They to guarantee to us, to be used within the year, new business to the amount of six times the cost of our ad placed with them.

THE ARGUS COMPANY,
Per M. V. Dolan.

HOUGHTON, Mich., Oct. 22, 1901.

The *Gazette* has been located in the copper country since 1858 and the writer has been here personally for two or three years as manager of the concern after it was incorporated, and on looking over our books we do not find that your agency has done very much business with us. We have an advertising medium that we believe is not excelled by anything in America, and we have a sworn circulation of 4,650 on the daily and over 5,000 on the Sunday. The clipping of the ad sent us covers the case thoroughly. We don't mind spending money with those that give us a share of their patronage, as far as the ad in the Directory is concerned we do not believe that it would bring results, as we have tried it in a number of cases and cannot see any direct returns.

Very few people realize or appreciate the copper country, and even those as close as Chicago do not know what we have unless they have visited here per-

sonally. Can we not open up an account and do some business with you?

Yours truly,
F. A. VENNEY,
The Mining Gazette Company,
Houghton and Calumet.

To communications of the sort reproduced above the publishers of the Directory find it advisable to answer about as follows:

New York, Oct. 26, 1901.

Advertising in the American Newspaper Directory is not solicited on the basis of a favor to its publishers. If advertising space in it is not worth what we ask for it we do not want any advertisement orders. The Directory is sold all over the continent and in foreign countries to advertisers, advertising agents, publishers, libraries, departments of the government, municipalities and many other institutions, concerns and individuals having dealings with newspapers and periodicals in general. It is the standard everywhere. It has been published regularly for thirty-four years. It influences and directs annually millions of dollars of American advertising. Advertisements for the American Newspaper Directory are solicited from the publishers of meritorious newspapers who have something to say about their publications that ought to interest the users of the Directory. If yours is not such a one it will not pay you to advertise in the Directory, neither do we wish you to advertise in it.

BETTER not to advertise at all than to advertise without a definite plan or purpose.

BICYCLE AD ILLUSTRATED.



"BALL-BEARING, STRIPED FRAME, UNBREAKABLE CHAIN, WARRANTED PERFECTLY SECURE."

The Market News.

DEVOTED TO THE COMMUNICATION OF THE MARKET NEWS AND THE SUPPLYING OF MY STOCK.—JOHN L. SPURLIN.

HAMILTON TEXAS SEPTEMBER 24, 1901.

JOHN L. SPURLIN, Editor.

The Market News

JOHN L. SPURLIN, Editor.

COUNTRY PRODUCE.

Large Spring Chickens, doz 1.75	
Medium " " " " " 1.50	
Small " " " " " 1.25	
Green Turkeys, each 3.00 and 4.00	
Ducks, full feathered per doz. 65 to 75	
Butter (fresh)	15
Homestead	15
Eggs	9

Dr. Wm. Chilton of Carlton, a promising young physician of Hamilton county, spent several days last week in our city on business and was pleased to pay our store an appreciated call.

See our new line of ladies' shoes. They are the very latest and most desirable.

Up to Sam Terry, of Guadalupe, Comanche county, and old pioneer settler at our store, several days last week in our city on business and was pleased to pay our store an appreciated call.

Notice the goods displayed in our show windows. We prefer ourselves on having the prettiest and complete stock of goods ever brought to a Hamilton store.

"Uncle John's" the popular proprietor of Leavitts, was in the city last Thursday and of course paid our store a substantial call.

We could especially call your attention to our stylish lot of men's and boys' ready made suits. They fit perfectly and are made of the very best and most stylish goods. They fit and look just like "tailor-made" clothing and I can save you the agent's profit. Call on me and purchase your new fall suit.

Chas. Knutson, one of our best customers and a prominent wool grower of the L-union community, was here Thursday and bought goods of us.

Are you the man who borrowed my 10 foot step ladder? If so, please return it.

A. J. Holden made a nice bill with me during the latter part of last week. He says he will have "plenty to satisfy the boys."

I am selling groceries as cheap as you can get them at railroad towns. Come see for yourself.

A. D. Schrank, our good friend and customer, made a handsome bill of us last Thursday.

WARNING.—To suppose of the big gun, stock of dry goods, clothing, boots, shoes, hats, school supplies, groceries, etc., ever brought to Hamilton. I will sell them out in big or little lots. Call and see my immense stock.

J. W. Roberts was a pleasant and substantial visitor to our store last Wednesday.

The way for you to appreciate what I have in my store is to call and see for yourself.

Big Old Fashioned Sale!

For the past month our entire force have been busy opening up our Fall Stock of Dry Goods, Boots, Shoes, Gents' Furnishings, Clothing, etc., preparing to give you a surprise in the way of a Good Old Fashioned Sale. To do this requires time, especially with us, as we don't do things by halves. We have searched the market from center to circumference trying to get the best and cheapest and we think we have succeeded. We make a fair bid for your trade, with the assurance of fair and honest treatment.

Skirts, Skirts, Ladies' Skirts!

- Lot 4328 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at \$1.50
- Lot 4329 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4330 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4331 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4332 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4333 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4334 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4335 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4336 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4337 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4338 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4339 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4340 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4341 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4342 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4343 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4344 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4345 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4346 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4347 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4348 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4349 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50
- Lot 4350 ladies' skirts, black broadened lace, 1 good, 10 four designs, several sizes, at 1.50

John L. Spurlin

D. A. Schrank, of El Paso, was increasing business in our city last week and purchased quite a line of goods of us.

Oliver Hamilton was in town on one day last week. We are always glad to see him for he is a splendid fellow and a good customer.

Have you been in to inspect our new line of shirts, neck wear, etc.? If you have not, you should come on time in coming before the stock has been picked over.

Mrs. N. G. Conant, from a few miles northwest of town, was in our store purchasing goods one day last week.

A. B. Sharp, brother of our valued customer, was doing business in our store Monday.

The show we handle are the very best and are always displayed upon that.

W. T. Sparks called at our store one day last week and made some appreciated purchases.

The school children should not forget us when they need school supplies of any kind. We are prepared to serve you in this line.

W. J. Williamson was a plain old caller at our shop last week. He purchased a nice lot of goods and is now returning the pleasure of a grateful merchant.

Mrs. Tom Patterson and her interesting daughter, of Pettitville, were shopping in our city one day last week and of course gave us their patronage.

The ladies are invited to call and see our handsome new line of skirts. We have skirts that you can't resist and all they are the best that will please the most exacting.

G. Tucker and B. Wagner, two good German customers, were in to see us last Monday. They both made a new bill with us.

If you will notice our prices you will see that we are selling goods at prices that will cause them to move out from this store at a rapid rate. You should call early and avoid the rush.

W. B. Wadell and lady, of El Paso, were among our appreciated customers who called us last week.

W. T. Tackler and lady, whom we are proud to number among our good, reliable customers, were in to see us last Monday and purchased a new bill of goods.

My new bill goods are coming in very rapidly now and are being opened up as fast as they arrive. You should call early and get the benefit of first choice.

M. N. Wright, a gentleman from our customer of ours, was in our store one day last week and made quite extensive purchases.

John Christensen, a lady from his community and one of our best customers, was here on Monday last week.

A TEXAS AD.

A TEXAS AD.

The ad of John L. Spurlin, reproduced on the page opposite, appeared in the Hamilton, Tex., *Rustler*. It is an ad of unusual excellence, and is therefore reproduced for the readers of the Little Schoolmaster. In its original size it occupied a full page—the last page of the paper—which Mr. Spurlin uses fifty-two times a year, changing copy every week. Mr. Spurlin calls his page the *Market News*, devoted to the dissemination of market news and the upbuilding of his store. The advertisement proper appears in the center of the page, giving descriptions and prices. Along the ad run two columns of personal paragraphs, complimentary notices, etc., mentioning people and customers who visited Spurlin's store. This idea is certainly an excellent one, and Mr. Spurlin says it is the most successful advertising he has adopted. He receives continually the appreciation and thanks of his farmer customers for the local notices he gives them, and although living twenty miles from the railroad his business is always booming.

Typographically the ad is also of commendable appearance, and the same may be said of the appearance of the whole newspaper in which the ad was published.

TO CONVERT ENGLISH ADVERTISERS.

Mr. Louis M. Porter, Effingham House, Strand, London, sends PRINTERS' INK a copy of a large book, which he recently issued for the purpose of interesting English manufacturers and advertisers in American advertising. Mr. Porter claims to represent an association of fifty leading American dailies.

No attempt is made to secure contracts for any specified paper, or for the association, as Mr. Porter's work is that of informing English firms upon the American market and upon methods of reaching it through the use of newspaper space. The volume, which is intended to convey a knowledge of the radical difference in advertising methods upon

this side of the Atlantic, is 12x18 inches in size, bound in limp covers, and contains about 70 pages of specimens of representative American newspaper ads, as well as an extended article upon American advertising. From the latter the following extracts are taken:

The establishment in London of a permanent office by the American Press should be of the greatest benefit to English manufacturers who are interested in the American market. It has been a matter of comment for years that, considering the character and variety of American imports from Great Britain, there should be so little advertising. In many instances the conditions seem right for large advertising expenditures. The goods are well known in the States, there is a liberal margin for profit, possibilities for an enormous demand, and plenty of money behind it; yet the most profitable expenditure that could have been incurred has, in some instances, never been considered.

It is not our purpose to interfere in any way with your advertising connections, but merely to discuss advertising matters from a practical American standpoint. Local conditions have such a strong bearing upon the character of advertising that it is impossible for anyone not acquainted with the territory in which he wishes to advertise to avoid falling into many serious mistakes. We have reproduced in the exact size various advertisements from American dailies, showing the character and artistic development of our newspaper advertising. In general style, you will notice, it is radically different to that commonly employed in Great Britain. We do not mean to say that one is better than the other; the style here reproduced is merely that which has been found to be the more effective. The only advice we would dare offer a prospective advertiser is to follow as closely as possible, consistent with originality, the character of copy adopted by the most successful advertisers in the country in which he proposes to advertise.

Our general style of newspaper advertising has undergone a marked change during the last five years. Lines of business which were heretofore considered only appropriate for magazine and weekly publications are now devoting the greater part of their appropriation to newspaper space. Articles of household consumption and such articles as only the women of the household are called upon to purchase hardly seem appropriate to be exploited in daily papers, which are commonly regarded as man's daily literature. But advertisers have learned from practical tests that women spend more time over the dailies than men.

It is very easy to imagine that, considering our vast territory as compared with Great Britain, a house doing a large business in New England which is never heard of in Philadelphia; a house situated in Chicago may advertise extensively while it may never be heard of in New York. Even when the manufacturer is regarded as a general advertiser his business may be confined

to the distributing centers. In England practically every general advertiser covers the entire territory with his goods, so that he can well afford to take up magazines and weekly publications with the assurance that there will be comparatively small percentage of waste circulation. It is only natural, therefore, that the British advertiser turns to magazines when considering an American appropriation, not realizing that he is talking far beyond his line of distribution and paying for a large percentage of circulation that is absolutely wasted. It is just such mistakes as this that makes the British advertiser tell us—as he has in many instances—that American advertising does not pay.

It is not our desire to underestimate magazine or weekly publications as advertising mediums, but you must appreciate that there is an eternal fitness in all things, and we would absolutely limit the value of magazines to two classes of advertisers: the advertiser who has a mail order business and who is necessarily not dependent on distribution, and the advertiser whose goods are thoroughly distributed in every section of the country in which the magazine circulates. As an illustration: A large manufacturer of gelatine decided some time ago that he would spend some money in the States for the purpose of publicity. He decided to try an experiment of £1,000. He had no idea at that time whether it was too much or too little. Either would be equally disastrous. To make matters still worse he devoted the whole appropriation to magazines. Now, in the first place, the consumption of gelatine—which is strictly a household article and to be considered a table delicacy—is confined almost wholly to the congested centers. It is a well known fact that a large proportion of the magazines of larger circulation in the United States go to the small country towns, and when you come to eliminate the cities in which the advertised goods are not sold you have wiped out considerably more than half the circulation which the advertiser has been paying for.

The history of the greatest advertising successes which we have in America to-day started by a judicious use of daily papers. Confining their advertising to the territory in which they were doing business and following up their distribution with more extensive advertising until they have gradually covered the entire country. It is only by localizing your efforts, talking about your goods where your goods are that the greatest results can be obtained.

We want the advertising public of Great Britain to feel that our London office is entirely at their disposal. You certainly have the goods and the money; we have the people to the extent of nearly eighty millions who would be very glad to know more about you. What this public thinks of you depends upon the character of your advertising, backed up with a good article. This book is published in the hope that it will give you a little better insight into American advertising, the character of business represented and the artistic development of newspaper copy.

Very little seems to be known

hereabouts of the American Press in London. The Little Schoolmaster made diligent inquiries about the concern Mr. Porter is said to represent. Metropolitan papers and advertising men were canvassed for information—the result was unsatisfactory and negative. It is asserted that Mr. Porter was formerly employed in the New York office of the Pettingill Advertising Agency, but had completely severed his connections with that firm before he departed for England some months ago. From another source it was learned that some of the dailies represented under the conglomerate "The American Press" had chipped in five hundred dollars apiece for the purpose which Mr. Porter has in view. At the business offices of the *World*, the *Journal*, the *Press* and the *Brooklyn Eagle* nothing definite could be learned, although it was admitted that all of these publications were at one time interested in the London scheme. The scheme for which Mr. Porter stands seems to be a plausible one at first blush, and it is rather strange to observe that he does not quote in his elaborate book a single one of the alleged "fifty leading American dailies" which he asserts to represent. Equally strange it would appear that none of the already mentioned newspapers is willing or able to give any information about the American Press in London.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"GUARANTEED WATERPROOF."

ARRANGED BY STATES. ALABAMA.

THE EAGLE, semi-monthly, 4 pages. Send for rates. A. R. DAVISON, pub., Kemserville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

To reach mail order buyers, try **PENNY MONTHLY**, 10c. a line; circ'n \$5,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

BOTTLING.

If you wish to reach the bottling trade of this country, advertise in **THE AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognised throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

Displayed Advertisements.

Must be handed in one week in advance.

If you're advertising in Eastern Maine and are not in the

ROCKLAND COURIER-GAZETTE

(Twice--Week)

your ad isn't being read by the 30,000 people of Knox County. Est. 1846—the old home paper.

HANG IT on the Button. Push through the Button-hole and give the thread a twist. Gives time, temper and color control.

5c EVERYWHERE. BY MAIL 10c

The Elite Collar Button Co. CHICAGO, ILL.

Great Britain.

GORDON & GOTCH

ADVERTISERS' AGENTS, Est. 1853.

15 St. Bride St., London, England.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

CHESMAN'S BRIEF MANUAL



for 1901, is an epitome of the newspaper and periodical press of the United States and Canada. In 50 large pages is packed more reliable information, in convenient form, about leading periodicals of all classes than can be found in any other book. Original in plan. Concise in statement it gives, without charge, to general advertisers the information they need and are pleased to have. Sent on application by **NELSON CHESMAN & CO.**, Advertising Agents, 1605 Park Building, Pittsburg, Pa.



Each number of Keith's illustrates TEN of these modern houses, with complete floor plans and descriptions. Advertising placed on opposite pages.

Keith's Magazine
during the past nine
months advertised
Building Materials to a
business of \$40,000,000

Rates and full particulars very gladly furnished by M. L. KEITH, Business Manager.

KEITH PUB. CO., Minneapolis, Minn.

RIPANS

For several years I suffered about once a week with a nervous headache which unfitted me for work. A few months ago I was presented with one dozen of the five-cent cartons of Ripans Tabules and after learning their harmless formula, I took three a day for a few days. I found that after using them my headaches did not recur so frequently as before and that when the dull, drawing pain that presaged an attack appeared, one Tabule invariably allayed it.

At druggists.
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

The Patriot

HARRISBURG, PA.

Actual average circulation
for year ending
OCTOBER, 1900,

7,831

DAILY.

**Only Morning
Paper.**

**Mr.
Luther R.
Marsh,**

The eminent New York lawyer, who was at one time a law partner of Daniel Webster, and who is now upwards of ninety years of age, writes us, under date of August 10, 1901: "Your **Magazine of Mysteries** reaches out with long arms covering the whole field of Psychic and Spiritual Truths. I am so well pleased with it I wish it continued to my address regularly and to that end inclose one dollar for a year's subscription."

**A
Sample Copy
Free.**

Every reader of this paper can have a sample copy free by sending their name and address with a two-cent stamp to Thompson & Co., Publishers, 22 North William Street, New York City, and saying that they saw this offer in **Printers' Ink**.

In seven issues the circulation has reached 30,000 copies. The September and October issues had to be reprinted to supply the demand.

Cigar Manufacturers

Do you want to sell your goods? Then advertise them before the

Merchants of the Southern States

This section is rapidly approaching the front rank. You can reach them all by advertising in the

Merchant and Manufacturer

Published at
NASHVILLE, TENN.
Write for rates



1890

1901

Thirty Different Church Magazines

published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**ADIFFERENT MAGAZINE PRINTED
EACH DAY OF THE MONTH**
for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocos, Campbell's Soups, Hire's Root Beer, Electro Silicon, Knox's Gelatine, Uneda, Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

THE CHURCH PRESS ASSOCIATION

300 South 10th St., Philadelphia, Pa.

Every Advertiser Knows Exactly

What he buys in space in THE

JOLIET DAILY NEWS.

Its circulation of 7,000 is entirely delivered by mail or carrier. No street sales. No change in rate card since 1897.

H. E. BALDWIN, Advertising Manager.

TO LET:

Three offices at No. 10 Spruce St.

Rent, \$600, \$500, \$400, respectively.

Apply to Geo. P. ROWELL & Co.,
owners, on the premises.

The Magazine of Mysteries

Is a phenomenal success and has jumped into an unprecedented popularity in a few months. The six issues were as follows: May 5,000, June 8,000, July 10,000, August 12,000, September 12,000, then 2,000 more were printed to supply the demand for the September number. The October issue was 20,500 copies and the first edition for November was 30,000 copies.

Have You Seen It?

You can have a copy gratis if you will send your name and address, with a stamp, and say that you saw this offer in this paper.

Worth \$100 a Year.

Gentlemen:

Inclosed please find postoffice order for one dollar for my subscription to your **MAGAZINE OF MYSTERIES**. I can hardly wait for the next number and would consider it cheap at **ONE HUNDRED DOLLARS A YEAR**. Money could not buy the benefit I have derived from the four copies already received.

JNO. C. CHILDS, Rome, Ga.

For a free sample copy address with stamp

Thompson & Co.,
22 N. William St., N. Y.



The Scranton Truth

An Independent Afternoon Newspaper.

Circulation over 16,000 copies daily. Printed in its own building, on its own linotypes and Web perfecting presses. Population of Scranton 102,026. **THE SCRANTON TRUTH'S** circulation is mainly among regular subscribers at whose homes it is delivered by carrier.

BARRETT & JORDAN, Proprietors,
Scranton, Pa.



Chester, Pa.

Population 35,000. Employees in factories and workshops estimated 9,000. Wages amount in a year to over \$6,000,000.

Situated in richest section of the Keystone State in Delaware County, population over 90,000.

Chester Times

is the leading newspaper of this section. Its daily average circulation is nearly 8,000 copies, or more than three times that of any other Chester or Delaware County newspaper. No paper in the United States covers its territory as thoroughly as does the **CHESTER TIMES**.

N.Y. Representative **WALLACE & SPROUL**
F. R. NORTHRUP, PUBLISHERS,
220 Broadway, Chester, Pa.

TRENTON, N. J., TIMES

DID \$508.43 MORE business in June, 1901, than it did in June, 1900;

DID \$627.79 MORE business in July, 1901, than it did in July, 1900;

DID \$840.35 MORE business in Aug., 1901, than it did in Aug., 1900;

DID \$1,307.21 MORE business in Sept., 1901, than it did in Sept., 1900

And it will do very much more in every month remaining of this year than it did in the respective months last year.

This is just a straw to show the people who are interested in the newspaper situation in Trenton the conditions that prevail.

Business principles and a good newspaper—the best that money can make—are having their natural result.

Is your advertisement in the paper that is growing thus fast?

If not, don't you really, way down in your heart, think it ought to be?

100,000 PORTUGUESE IN THE UNITED STATES AND HAWAII.

There are **20,000** Portuguese in Hawaii, **35,000** in California, **45,000** in New England. No Portuguese paper has as large circulation among them as the

ARAUO.

Send for sample copy of every Portuguese paper and compare them with the ARAUO. Is there any other with so much reading matter? Any other with so many ads, artistically set up, finely scattered along reading matter? Any other with a page of classified ads? Only reliable advertisers wanted. No fakes; no fortune-tellers. Send your ads directly to

J. DE MENEZES, Oakland, Cal.
Or through **GEO. P. ROWELL ADV. CO.**

THE HOME MAGAZINE stands for "The Home" in the broadest sense of the word; the home of the old as well as the young—the home of the father, husband and brother, as well as the home of the mother, wife and sister. *The New York*

HOME MAGAZINE

goes to

75,000

home-makers every month, of whom 45,000 are paid subscribers. It is more eagerly looked for and cherished than any other ten-cent magazine. It offers a rich field for advertisers. Rates may be had on application at any of the leading advertising agencies or of

CHAS. D. DICKENSHEETS,

ADVERTISING MANAGER,

116 Nassau Street,
New York.

Youngstown, Ohio, Vindicator

DAILY: 10,000 SUNDAY: 10,000 WEEKLY: 9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

The Evening Journal

JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

SEND FOR SAMPLE COPY.

The Tobacco Leaf

ESTABLISHED 1865.

THE Oldest, Largest and Most Widely Circulated Paper in the Trade, and the Only Publication in the United States covering thoroughly every branch of the business.

PUBLISHED EVERY WEDNESDAY BY THE

**TOBACCO LEAF PUBLISHING
COMPANY**

96 and 98 Maiden Lane NEW YORK

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I believe that the average retailer of cigars and tobacco is a non-advertiser because he thinks the only way for him to advertise is through the quality of his goods.

Right there he makes a mistake. That is a good way to advertise—a very necessary way—but it is not, in itself, far-reaching enough to bring and considerable increase of business.

When he advertises solely through the quality of his goods he advertises only to his regular customers and to a scattering transient trade. When he puts the right quality into his goods and puts his goods into the newspapers, so to speak, he reaches not only his own attached customers with the goods themselves, but, through the newspapers appeals to thousands of possible customers who can be reached in no other way at a like cost.

It is just as necessary to let people know about a good thing as to have the good thing, if you are business for profit; and the thing to do is to tell as many as you can, as quickly as you can, as cheaply as you can. The newspaper advertisement does it.

This doesn't mean that the small retailer in a big city ought to use the daily papers and pay for thousands of circulation that can do him no good. It does mean that the retail tobacconist in the large town or small city who doesn't address the consumer through the newspaper is deliberately dropping dollars for somebody else to pick up.

Good retail cigar and tobacco ads seem almost as scarce as "hens' teeth," and readers of this department are invited to send in

any such that may be discovered, for reproduction in future issues.

Here's to Your Comfort

The Stonewall Junior is a small cigar, but what it lacks in size is more than made up by the goodness of the tobacco. If you haven't tried one you ought to—it is good all the way through and never fails to satisfy the most particular smoker. 5 cts.

Hitting the Mark

We hit the bull's eye of cigar perfection when we placed the Stonewall Jackson upon the market. A union made cigar, perfect shape, every leaf carefully selected, it is the smoke par excellence. You'll hate to throw away the butt.

Yes, We Repair Pipes

and we have a complete assortment of cigars and smokers' articles.

Covers the Ground.

Men's Raglan Bath Robes

The Raglan sleeve has produced another comfortable garment for men. This time the Bath Robe. Ordinary bath robes are all made one size, and they either fit, or they don't—mostly don't. Shoulders are too wide, while sleeves are too short, and sometimes sleeves are too long and shoulders too narrow. The Raglan sleeves let the shoulder come where it will, and fit any man. Why didn't we think of it before—nobody did; but we got out of the woods first, and had our own selected Blankets made up in our own factory. Now they are all ready for men who want their lounging robe to feel good on them. Full sizes; proper length. Prices, \$3.75, \$6, \$8 and \$8.50.

*It Often Pays to Reason Things Out in
This Argumentative Style.*

If You Made Furniture

had a factory in—say, Oshkosh, you'd have to send one of each article you made to Grand Rapids to show the dealers that came here what you made. After you had got through with it—what then?—ship it back to the factory?—not if you could help it, would you? You'd rather close it out at a sacrifice than ship it back. It would have to be repacked—cartage—freight—and then resold—it wouldn't pay. That's where we come in. We buy these sample lines at a big saving and are ready to supply our furniture wants at a big saving. Our floors are crowded right now with sample Dressers, sample Chiffoniers, sample Sideboards, sample Hall Trees. Only trouble is, that there is but one of a kind. It will pay you to purchase now—not next month. Might just as well buy, too, it's to your advantage and of course you can have credit.

Good.

Something Nice In Grapes

To-morrow morning we'll have something new and something nice in grapes for you. Three varieties—Niagara, Moores Early and Delaware—all in the one basket.

Formerly you had to buy three baskets to get three varieties—by this plan you can get three varieties by buying one basket.

We believe you'll appreciate the convenience of this arrangement.

The grapes will all be fine and fresh, and you'll be asked only 13c a basket for them.

Enough Said.

Handy Heat

Alcolia—solidified alcohol—comes in a tin cup and stand; is ready to light any time; can be used anywhere. It doesn't evaporate; there's no waste about it, and absolutely no danger.

Any time a little heat is wanted, and wanted quickly, Alcolia fills the bill perfectly. Travelers indorse it highly; 25 cents per tinful.

Laundry.

You Will Need Us

if you want the best laundering in town. Our German Finish is unsurpassed, and we are the originators of this in Philadelphia. Wagons will call within 15 miles of city hall.

Bachelor Apartments.

Bachelor Man

is fond of creature comforts.

In a bachelor apartment house the most important factor in securing comfort is a capable superintendent.

The man at the Oakdale is a graduate of the University Club.

A comfortable bachelor apartment to rent.

*"Very Lowest Figures" Is Very In-
definite.*

Belated Jelly-Makers

will find plenty of glass jelly-tumblers here; we laid in a big supply of them, to make sure we'd have enough for all comers. Ours are clear, tough tumblers—the good kind—priced at the very lowest figures.

A Convincing Argument.

If You Deposit in The Savings Banks

you will receive only 3 per cent interest.

Why not buy good bonds, such as the savings banks themselves purchase, with your money, and obtain for yourself the entire net interest from the investment, instead of having your income reduced by the payment of savings banks' salaries, rent and other expenses, all of which are paid out of the interest your money earns.

I have a choice list of bonds in \$1,000 pieces, which are legal investments for savings banks and are largely held by them, as well as by the most experienced and conservative investors for their own investment and for Trust Funds.

They will net from 4 per cent to 5 per cent interest.

Why not increase your income?

**To The
Cigar Manufacturers
of America :**

The Golfer

OF BOSTON,

established in 1894, the oldest golf publication in America and the official organ of the various golf associations in this country, because of the class of its readers, furnishes an unusually profitable medium for cigar advertising.

PRINTERS' INK, of October 23d, says :
"The best circulation is that which combines both quality and quantity." This is just what an advertiser obtains in THE GOLFER, with the desirable addition of a comparatively low rate.

Advertise in THE GOLFER, and with this single publication you reach, in the most direct and least expensive manner, the golf-playing public of America.

For rates and other information address

JAMES SHIELDS MURPHY,
PUBLISHER.

THE GOLFER, 530 Atlantic Ave., Boston.

The Purchasing Power



ONE of the *Little Schoolmaster's* pupils says: "The influential purchasing power in every home is the hostess that presides over it." Our publications appeal directly to the "purchasing power" in each of over 800,000 homes located in the rural districts exclusively.

POPULAR FASHIONS, THE FASHION WORLD and NEW STYLES are the ONLY periodicals of their class that are purely mail-order mediums reaching real, live buyers.

~~~~~

**POPULAR FASHIONS** **500,000** COPIES MONTHLY.

RATE, \$2.00 PER AGATE LINE.

~~~~~

300,000 **FASHION WORLD**
NEW STYLES
COPIES MONTHLY.

COMBINATION RATE, \$1.00 PER AGATE LINE.

~~~~~

**TOTAL—GUARANTEED**  
**800,000** COPIES EACH MONTH.

RATE FOR ALL THREE, \$3.00 PER AGATE LINE.

ADDRESS ALL COMMUNICATIONS TO

**POPULAR FASHIONS COMPANY, 79 FIFTH AVENUE, NEW YORK.**

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

**The Newspaper of Iowa.**  
*THE DES MOINES*  
***Daily Capital***

DAILY AVERAGE CIRCULATION FOR  
SEPTEMBER

**18,227**

**Flat Rate, 3 cents a line.**

*Circulation in Des Moines guaranteed  
larger than two morning dailies combined.*

**A STORY OF PROGRESS.**

The CAPITAL has had a larger growth in the last two years than any other paper in Iowa. It has purchased its own building and installed a two color press. The daily average circulation for 1900 was 13,300, the present average is over 18,000, the largest circulation of any high grade newspaper in the State. Two important points to remember are: The CAPITAL goes to 800 Iowa towns. It is a paper of the homes, not the streets. The population of Iowa is 2,500,000. If you reach 90,000 of these people, you must use the CAPITAL.

**LAFE YOUNG, Publisher,**  
**Des Moines, Iowa.**

EASTERN OFFICES:

**NEW YORK,**  
**124 World Building.**

**CHICAGO,**  
**87 Washington Street.**

# The EVENING TIMES

ROCHESTER, N. Y.



The Progressive Newspaper of Western  
New York.



BRIGHT,  
NEWSY,  
UP-TO-DATE.



It reaches the live population of Roch-  
ester and its adjoining towns.



Our rates are based on circulation,  
and advertising in THE TIMES means  
value received every time.



Write for Estimate.  
THE EVENING TIMES,  
Rochester, N. Y.

# The Metropolis

## JACKSONVILLE, FLA.

is the only Evening paper published in Jacksonville and by far the leading newspaper (either Morning or Evening) in the State of Florida.

### THE METROPOLIS CIRCULATION.

|                                               |       |                    |
|-----------------------------------------------|-------|--------------------|
| Jacksonville—Subscription.....                | 3,159 |                    |
| Newsboys .....                                | 1,061 |                    |
| Hotels and News-Stands. 215                   | 4,435 |                    |
| Carrier circulation Florida towns—            |       |                    |
| Leesburg.....                                 | 40    | Orlando..... 75    |
| Lakeland.....                                 | 20    | St. Augustine. 115 |
| Sanford.....                                  | 90    | Lake City..... 60  |
| Starke.....                                   | 50    | Carabelle..... 12  |
| Palatka.....                                  | 150   | Pablo..... 30      |
| DeLand.....                                   | 60    | Kissimmee..... 40  |
| Green Cove.....                               | 48    | Jasper..... 11     |
| Fernandina.....                               | 185   | Live Oak..... 20   |
| Tallahassee.....                              | 75    | Madison..... 40    |
| Ocala.....                                    | 60    | Mayport..... 49    |
|                                               |       | 1,240              |
| Mail circulation outside of Jacksonville..... |       | 554                |
| “ “ “ “ Florida.....                          |       | 218                |
|                                               |       | 6,447              |

### SWORN CIRCULATION

# 6,447

which is greater by several thousand than any other paper published in the State. Advertising rates per thousand of circulation the lowest.

### CARTER & RUSSELL PUBLISHING CO. (INCORPORATED.)

W. R. CARTER, Editor. R. A. RUSSELL, Business Mgr.

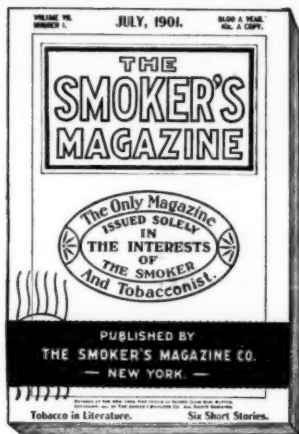
For advertising rates address

R. A. RUSSELL, Bus. Mgr., or E. KATZ, Representative.

NEW YORK OFFICE,  
230—234 Temple Court.

CHICAGO OFFICE,  
317 and 319 U. S. Express Bldg.

You  
Want  
to  
Reach



**100,000  
SMOKERS**

Retailers, Jobbers and Distributors of  
Cigars—a Buying Clientele.



You can do this with profit  
through

**The Smoker's  
Magazine.**

Let us send you Sample Copy and  
full particulars.

**The Smoker's Magazine Co.**

TIMES BUILDING, NEW YORK.



**GREAT BENEFITS FROM**  
**HOME TALK**

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**Only reputable advertisements  
 printed in "Home Talk."**

**GLOVE-FITTING CORSETS.**

LANGDON, BATCHELLER & Co.  
 345-347 Broadway, New York City.

*Mr. Wm. H. England, Editor of "Home  
 Talk," New York City:*

DEAR SIR—We take great pleasure in saying that the advertisement we have had in "HOME TALK" has been of great benefit to us. We find our customers appreciate this mode of advertising, and hope, as soon as our appropriation is fixed, we will renew our contract with you.

Yours very truly,

LANGDON, BATCHELLER & CO.

H. D. MILLER.

*Dict. H. D. M.*

**Why don't you try**

**HOME TALK**

---

**Advertising Rates \$1.00 per Agate Line.  
 Sample copy on request.**

**HOME TALK, 325 Temple Court, N. Y.**

# Up-to-date Methods

Be up-to-date. The time has gone by when past success is considered an element of strength. In this day and age, experience counts for far less than it formerly did. This is an age of great progress—of rapid change. Experience is not needed so much as is courage to break away from old methods.—PRINTERS' INK.



AST success in the ink business cuts no figure any longer, as the man who wants orders must be up and doing. Formerly the different ink houses had their trade pat, and the traveling salesmen coming in from the road would bring orders for six months ahead.

This is an age of rapid change, and the ink business has not been an exception. You have a customer to-day and to-morrow he belongs to another. Contracts and advance orders are things of the past and the man with the best goods for the least money wins out. I had no experience, but lots of courage when I broke away from the old methods, and revolutionized the whole ink trade by demanding cash in advance for my goods. Who made 4-cent news ink possible? Who put up the finest job inks in  $\frac{1}{4}$  lb. cans and sold them at 25 cents a can? Who sold eight thousand different concerns situated in all parts of the world, without the aid of salesmen?

Address

**PRINTERS INK JONSON**

**17 SPRUCE STREET,**


**NEW YORK.**

SEND FOR MY PRICE LIST AND REST ASSURED THAT YOUR MONEY WILL BE  
REFUNDED IF YOU DO NOT FIND MY GOODS SATISFACTORY

# THE BIGGEST FOUR WEEKS

IN PHILADELPHIA'S WANT AD HISTORY  
WERE THOSE JUST PASSED, DURING  
WHICH TIME

## *The Philadelphia* **INQUIRER**

**P R I N T E D**  
**67,516 WANT**  
**ADS** 

THIS however, is not unusual, for The Inquirer prints more WANT ADS every month than all the other newspapers in Philadelphia combined, and more advertising of all kinds than any other newspaper in the entire United States, outside of Greater New York.

This magnificent showing is with good reasons, for The Inquirer's value as an advertising medium rests upon solid foundations.

***INQUIRER ADVERTISEMENTS ALWAYS BRING POSITIVE RESULTS***

THE circulation of The Inquirer—both Daily and Sunday—is greater by many thousands than that of any other newspaper in Pennsylvania.

Average  
Circulation  
During 1900

**170,905**

Copies  
Daily

Average  
Circulation  
During 1900

**168,325**

Copies  
Sunday

**THE PHILADELPHIA INQUIRER**

1109 Market St., Phila., Pa.

NEW YORK OFFICE

Nos. 86-87 Tribune Building

CHICAGO OFFICE

508 Stock Exchange Building